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President May Seek Changes In FCC Law

Ethridge Discusses Industry Problems at White House; Wheeler and White May Introduce Joint Measure

By SOL TAISHOFF

POSSIBILITY that President Roosevelt again will take a hand in fostering reorganization of the FCC through legislation which would clearly define that agency's authority and drastically reorganize its personnel, was seen last week following a visit to the White House by Mark Ethridge, chairman of the new informal newspaper-radio group created to resist the FCC's latest move toward divorcement of newspapers from station ownership.

While Mr. Ethridge, following custom, did not comment on his conference with the President last Thursday, it nevertheless was clear that he took up with the Chief Executive recent moves of the Commission which have stunned the broadcasting industry.

Industry Feeling

The fact that the President himself two years ago advocated reorganization of the FCC and the writing of new policies which would be so clear that the new administrative body would have no difficulty in interpreting or administering them, led to the surmise that this whole subject was covered.

Moreover, Mr. Ethridge, in an article published in *The Annals* of the American Academy of Political & Social Science last January, projected the view that there is strong feeling within the industry, shared by the President, that the time is approaching for a new law.

The Annals article was written before the adoption by the FCC on March 19 of an order (No. 79) calling for an investigation of newspaper ownership of stations, both standard and FM, with a view to establishing new policies. It was also written before the FCC began final consideration of the Network Monopoly Report, which now seems headed toward regulation of contractual relations of affiliated stations with the networks and which, it is contended, would reduce the major networks to the status of program and time brokers.

Simultaneously, it was learned that a bill shortly will be introduced in the Senate, probably bearing the names of both Chairman Wheeler (D-Mont.) and Senator White (R-Me.), for reorganization of the FCC and rewriting of the statute. This bill would provide the base for a fact-finding inquiry into the whole radio regulatory structure.

Chairman Wheeler and Senator White, it is understood, plan to confer within a day or so, on the proposed legislation, which, among other things, might reduce the personnel of the FCC from seven to three men and set up separate autonomous divisions within the FCC, one to handle broadcasting and related services and the other to have jurisdiction over common carrier services. The chairman would be the administrative officer.

Mr. Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Louisville Times*, which operates WHAS, spent April 2 and 3 in Washington on his exploratory mission preparatory to working out a definite plan of action.

Sees Fly and Taylor

In addition to his Thursday session with President Roosevelt, he also conferred with FCC Chairman James Lawrence Fly, spearhead of the new regulatory drive, and with FCC General Counsel Telford Taylor. He sought to learn when a definite date would be set for the newspaper ownership hearings and when the issues might be expected. Indications were that three weeks or a month would elapse before a hearing is scheduled.

Drafted to head the newspaper-station organization at a special meeting in New York on March 28, Mr. Ethridge was authorized to appoint his own committee to direct the newspaper opposition. He left Washington Thursday for New York, where he planned to continue his studies prior to announcing his committee selections.

There is a possibility that Mr. Ethridge will name a general committee, representative of newspaper-owned stations both geographically and by station classification. This large committee may be called upon to select an executive committee to work with Mr. Ethridge, probably of six or eight members, possibly this week.

Because of the reasonable assurances received by Mr. Ethridge that there will be time enough to prepare a case for the FCC hearing on the newspaper ownership issue, he plans to have a meeting of newspaper-owned stations April 22 in New York, during the annual meeting of the American Newspaper Publishers Assn. The time already has been set aside and it is expected that upwards of 200 of the nearly 300 publishers identified with newspaper ownership or operation will be present. At that time a permanent organization may be formed to supplant the present voluntary group which unanimously elected Mr. Ethridge.

AT&T Inquiry

Meanwhile, the FCC continued to keep things stirred up by ordering another investigation, this time into the AT&T [see page 26], and by taking other actions which generally were regarded as confusing the present regulatory setup. The sudden resignation of Robert M. Cooper, special assistant to the general counsel assigned to the network monopoly inquiry, following purported controversy on procedure; the surprising action of reinstating an FM construction permit to Gordon Gray, publisher of the *Winston-Salem Sentinel* and head of WSJS, in the face of the March 19 order which nullified all FM grants to newspaper interests pending the outcome of the hearing, over the opposition of at least certain of its lawyers—all tended to intensify the FCC situation.

On another front repercussions on the Network Monopoly Report appeared imminent. Assistant Attorney General Thurman Arnold, who recently assigned Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant Attorney General, to a study of the whole network monopoly situation, apparently is preparing to invade that subject. While there was no formal word, it is understood the Department has been pressing the FCC for final action on the two-year-old network monopoly investigation and that a recent letter from Mr. Arnold to the FCC resulted in a flare-up, following which Mr. Cooper tendered his resignation.

Mr. Cooper retains his status as a special assistant to the Attorney General and two years ago came to the FCC on special litigation involving both the Department and the FCC.

Letter Recalled

Speculation on possible intervention by President Roosevelt in an FCC reorganization move was revived following Mr. Ethridge's White House visit, because of the internal strife on the FCC and because the industry-FCC relations have become extremely strained. Two years ago the President personally set in motion machinery to reduce the FCC to a three-man board, with the then chairman, Frank R. McNinch, strongly urging the move.

In identical letters to Chairman Wheeler, of the Senate Interstate Commerce Committee, and Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, Mr. Roosevelt had urged enactment of the bill which these two legislators had introduced for reorganization of the FCC. The President at that time wrote:

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commision.

"New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

Mr. Ethridge, in his article in the *Annals*, quoted this language, pointing out that certainly the President is desirous of having new legislation enacted. "All the indus-

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Additional Honors For Radio Service At Peabody Dinner

Paley Points to Industry's Service to Democracy

"FREEDOM of broadcasting means that no government, no party in power, no dominant private interest may dictate what the airwaves shall carry", stated William S. Paley, CBS president, in a speech at the George Foster Peabody Awards Dinner, at which the 1941 radio awards were announced by S. V. Sanford, chancellor of the University System of Georgia [BROADCASTING, March 31].

The dinner was held at the Hotel Commodore on March 29 under the auspices of the N. Y. Alumni of the University. Accepting the award on behalf of CBS, cited for "its schedule of broadcasts which integrated commercial and sustaining programs to comprise a structure in the public interest", Mr. Paley said:

Service to Democracy

"I have conscious pride in the way this recognition comes to us. For the striking fact is that we are being honored not because a Department of Press & Propaganda says we have followed a regimented plan faithfully, but because a free and democratic institution has examined our record and says that we, a free and privately operated broadcasting system, have well served a free and democratic society".

On the afternoon of the dinner, the advisory board for the Peabody awards met at the Hotel Commodore, and one additional award and one additional citation to the official list as published in the last issue of BROADCASTING (March 31) were added. An award was made to Elmer Davis, CBS commentator, for "his terse, incisive, and impartial reporting of the news day by day", while among the large stations WJZ, New York, was cited for its contribution in broadcasting the *Town Meeting of the Air*. In his acceptance speech, Mr. Davis, the only individual recipient of an award, stated that the entire CBS news organization was responsible for the honor bestowed upon him.

The advisory board also designated Edward Weeks, editor of *Atlantic Monthly*, as chairman of a subcommittee to the board to draft regulations and objectives affecting next year's Peabody Awards. His recommendations will be submitted to all members of the board before its next meeting.

The medal award to the large station WLW, Cincinnati, was accepted by James D. Shouse, general manager; to the medium-sized station, WGAR, Cleveland, by Eugene Carr; and to the small station, KFRU, Columbia, Mo., by C. L. Thomas, general manager. C. E. Arney Jr., assistant to the president of the NAB, spoke on behalf of the NAB.

CBS broadcast the ceremonies.

PEABODY RADIO AWARDS were presented by Dr. S. V. Sanford, chancellor of the University System of Georgia, to winners at a dinner held March 29 at the Hotel Commodore, New York. Receiving the medals are (l to r), James D. Shouse, for WLW, Cincinnati, winner of the large station award; William S. Paley, for CBS, chosen for the network award; Eugene Carr, for WGAR, Cleveland, medium-sized station winner; Dr. Sanford and C. L. Thomas, of KFRU, Columbia, Mo., the choice among small stations. Additional awards were presented to Elmer Davis, CBS commentator, and *Town Meeting of the Air*, forum series on NBC-Blue.

Seven Civilian Radio Figures Join Kirby's Branch in Army

Mitchell, Hittenmark Are Assigned Other Posts; Coleson Is Named Administrative Officer

VIRTUAL completion of the personnel of the Radio Branch, Bureau of Public Relations, War Department, with the appointment of seven radio men from civil life was announced last Thursday by the War Department.

These men, several of whom already have reported, will work under Edward M. Kirby, director of public relations of the NAB, who has been loaned to the Government to organize the Army radio branch. Mr. Kirby's status has been changed to that of chief of the Radio Branch, and he now reports directly to Maj. Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations, created in the office of the Secretary of War.

Curtis Mitchell, former editor of *Movie & Radio Guide*, will be assigned to the press and radio intelligence section of the general staff, and will coordinate his work through the radio branch.

Others Named

Gordon Hittenmark, well-known WRC, Washington, announcer, who holds a captaincy in the National Guard, has been assigned to active duty in the Morale Division of the Army, in charge of radio, and also will coordinate his work through the radio branch.

Appointed to serve under Mr. Kirby in the radio branch are Robert C. Coleson, administrative officer, formerly director of radio and special events, San Francisco Fair, San Diego Exposition and the Texas Centennial.

Jack Harris was placed in charge of special events and is on leave of absence from WSM, where he was in charge of news, special events and sports. He will report about April 20. Brooks Watson, now in charge of news and special events, WMBD, Peoria, and Ross Worthington, former producer of *We the People* and formerly of Young & Rubicam and Pathe News, will function as associates under Mr. Harris. Mr. Worthington will coordinate pictorial aspects of special events Army programming for newsreels, etc.

Jerome Ross and Morris J. Jacobs were appointed script writers. Mr. Ross is a New York and Hollywood free-lance writer who has written *Society Girl* (CBS), *Mr. Keene, Tracer of Lost Persons* (NBC), *Palmolive Revue* (CBS), *Mrs. Wiggs of the Cabbage Patch* (NBC), and *Stella Dallas* (CBS).

Mr. Jacobs was radio director of Benton & Bowles from 1933-1936; radio director of Air Features Inc., Blackett - Sample - Hummert unit, and in a program capacity with the Democratic National Committee in the New York area in 1936. He has produced many network shows, including *The Goldbergs*, *Log Cabin Inn* and *House of Glass*, and was co-producer for the weekly series of Philadelphia Symphony Orchestra concerts, when it was sponsored cooperatively by a group of banks.

Capt. Harold Kent, was named liaison officer for educational broadcasts, both commercial and non-commercial. He was director of the radio council for the Board of Education of Chicago, and organized the annual Midwest broadcast conferences attended by some 1,000 teachers, educators and commercial broadcasters each December. A reserve officer, he has been called to active duty and will report about April 29.

Mitchell's Duties

Mr. Mitchell, who resigned several weeks ago from *Movie & Radio Guide*, now is on vacation but will be assigned to duty in the press

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Threat Is Claimed In Letter of BMI

KFAC Says Haverlin Message Has a Familiar Ring

NOTICE by BMI that stations using its music without a license may be subjected to infringement action has provoked reaction from at least one station not yet enrolled as a subscriber to the industry-owned music company.

Carl Haverlin, station relations manager of BMI, on March 22 wrote Calvin J. Smith, general manager of KFAC, Los Angeles, soliciting his membership. Among other things he pointed out that more than 640 stations now have BMI licenses and that the way is still open for non-member stations to join BMI on the same basis as stations which came in the first day.

"We must also draw attention to the basic fact that unlicensed use of BMI music constitutes an infringement of our rights which we are taking steps to protect, in ultimate fairness to our composers, publishers and stockholders-licensees," said the Haverlin letter. "We cannot let stations continue to have the advantage of BMI and the use of our music without making adequate payment."

Mr. Haverlin, it is reported, addressed a similar letter to virtually all stations not members of BMI. Repercussions were heard in other quarters, too.

Last Call

Mr. Haverlin recited that there was no conceivable benefit in delaying joining BMI and that on the contrary "by doing so you run a grave risk". He advised Mr. Smith to consider his letter as a "last call to come into BMI before April 1".

Expressing extreme suprise over the approach, Mr. Smith replied March 28 that the letter contained "the same old threat that the industry as a whole objected to on the part of ASCAP for many years".

He asked for an explanation of why "this undue pressure and threat should be placed on BMI non-members at a time when supposedly negotiations are going forth to set up a per-use and clearance-at-the-source arrangement."

He added he could not seem to correlate these two simultaneous activities. "During the entire sales campaign on BMI stock and use licenses, stations in groups were assured that unintentional BMI infringements would not be bothered. I heard you say this yourself many times. The implication in your letter of March 22 is that you have changed your minds on this score. Naturally, a willful infringer should be stopped, but I should like to have a line from you straightening me out on your true intentions."

STROMBERG-CARLSON Co., Rochester, has appointed McCann-Erickson, New York, for the promotion of radio sets and sound systems, including FM.

Treaty Switchover Is Engineered Smoothly

But Deviations in Mexico Cause Concern

THE Reallocation of 1941, radio's biggest physical shakeup since its advent, was engineered without serious incident, though developments south of the border are causing radio officialdom some concern.

In this country, 802 broadcasting stations switched frequencies, as scheduled, at 3 a.m., March 29. While there were reports of off-frequency operation here and there, and some rough spots developed from peculiar combinations of frequencies in particular areas, nothing of a serious nature developed. Some reports of interference from stations in Mexico and Cuba were reported and others may develop but, on the whole, the over-all result was gratifying apparently both to the public and to the FCC.

Minor Adjustments

Adjustments of assignments growing out of harmonic interference and other frequency combinations, plus the proximity of the police call band adjacent to the upper end of the broadcast band, will require many months. Nothing of a serious nature, however, is indicated. Moreover, the fact that the intermediate frequency on broadcast receivers is set at the 455 kc. standard has resulted in a second harmonic on stations on 910 kc., which will require adjustments.

The FCC monitoring stations throughout the country sat on as many of the Class I and II channels as possible immediately following the switch-over. Thus far, three definite departures from the prescribed Havana Treaty shifts for Mexican border stations have been detected, while others remain in doubt.

Thus far, Dr. Brinkley's notorious XERA, which was to have been deleted, but later appeared on a revised Mexican log, as earmarked for 800 kc., has not shown up on monitoring reports. But XENT, the Norman Baker station, which was to have moved from Nuevo Laredo to Monterrey, in the province of Nuevo Leon, appeared in its former dial location. This was regarded as a derogation of the Treaty requirements.

XEAW, Reynosa, operating with 100,000 watts, was slated for removal to Monterrey on 1570 kc. Latest reports, however, are that it is still at Reynosa, operating on 1010 kc. with 100,000 watts. Carr Collins, head of the Crazy Water Crystals Co., is the operator of the station. The 1010 frequency is a Canadian Class I-A channel used by CFCN, Calgary, Alb., with 1,000 watts. Engineers thought this operation would cause serious interference to the Canadian outlet.

The third departure from the Treaty understanding is that of XELO, operating at Tijuana, which was to have been moved to Sonora, with 50,000 watts as a I-B station using a directional antenna. The station remained at its Lower California location, the channel to which KEX, Portland, Ore., is assigned with 5,000 watts and a proposed 50,000-watt transmitter. This, it was thought, would also result in intolerable interference. Moreover it was said this interference would persist, since there is very little population below Tijuana and since XELO unquestionably will use a directional northward. It has announced maintenance of studios in San Diego.

Government sources are awaiting further reports on other border stations. Of the three instances cited as possibly Treaty derogations, two were set out in the revised log of Mexican stations released by the Mexican Communications Ministry and published in the March 24 supplement to BROADCASTING.

The third, involving XEAW, departs even from that revised list, since it was shown on 1570 kc., as a Class I-A station but has moved to 1010 kc.

It was thought that possibly the Mexican Ministry authorized the XEAW shift to the lower frequency on a temporary basis, in responding to the plea that many receiving sets cannot pick up anything above 1550 kc. In connection with the other border station operations, it was felt in some quarters here that these stations are operating in defiance of Mexican regulations and that the issue may wind up in the Mexican courts.

While radio folk generally were elated over the over-all outcome of the reallocation, numerous adjustments probably will be made. Thus far, no complaints have been received in Washington about operations of stations on frequencies above 1550 kc. Older sets, it is known, do not tune up to 1600 kc., the new outer limit of the regular broadcast band which formerly ended at 1500 kc. The consensus was that there has been a vast improvement domestically.

Some interference was caused by the failure of a number of Mexican and Cuban stations to shift frequencies, pursuant to the Treaty terms. For example, WGN, Chicago, was inconvenienced by the presence of a Cuban station on its wave. These, however, were isolated instances.

Little Inconvenience

As for the Mexican allocations, which have caused perturbation here for several months, the score appears to be three "bad" border allocations and three, including Brinkley's station, of an unknown nature.

The FCC announced April 2 that advices received by it indicated the reallocation was accomplished with a minimum of inconvenience to listeners and broadcasters. The shift was made without untoward incident, it said, and broadcasters reported that their listeners evinced "no particular confusion, thanks to the advance explanations made by both radio and the press in a public effort which was assisted by Governors' proclamation and cooperation of civic, technical and other groups." The NAB, under the direction of Art Stringer, supervised the latter operations.

More than half of the 50-some stations which were given reduced power until such time as required directional antennas are installed, were authorized to operate with regular power prior to the March 29 shiftover. The remaining cases are expected to be cleared up without delay, it was reported.

WMIS are the call letters for the new local in Natchez, Miss., granted to the Natchez Broadcasting Co., 250 watts on 1490 kc., by the FCC March 19 [BROADCASTING, March 24].

THEY WERE IN THE NAVY THEN

(One of a Series)

THESE GOBS of World War days are all prominent broadcast executives today. See page 27 for their identifications and service records.

Newspaper Holdings Sold by McClungs Who Retain Interests in Four Stations

SEVERAL more stations are automatically eliminated from the so-called "newspaper ownership" list by reason of the sale last week of the *Merced* (Cal.) *Sun-Star* by the McClung family, which holds interests in four broadcasting stations. The McClungs intend to retain their interests in the stations, but will no longer be engaged in the newspaper business.

The newspaper, an afternoon daily founded in 1925 by Peter McClung and his brother, the late Ray McClung, was sold for more than $100,000 to Dean S. Lesher, publisher of the *Fremont* (Neb.) *Tribune* and *Eagle*. The sellers were Peter McClung, publisher, his son Hugh McClung, and his daughter-in-law Mrs. Ray McClung. Hugh McClung has been devoting his time almost entirely to radio.

McClung Holdings

The McClungs own KYOS, Merced; KHSL, Chico, and KVCV, Redding, all in California, and hold 56% interest in KWLK, Longview, Wash. The stations are Don Lee-MBS outlets. The Merced outlet was founded by them and the other two in California were purchased. They were also in the group which obtained the original construction permit for KWLK, which is 25% owned by the publisher of the *Longview Daily News*.

Until recently they also were half owners of KMYC, Marysville, Cal., which was 50% owned by Horace E. Thomas, publisher of the *Marysville & Yuba City Appeal-Democrat*. Mr. Thomas also held interests in the Chico and Redding stations, and it is understood he gave these up in consideration of the withdrawal of the McClungs from KMYC.

There have been relatively few cases on record of the sale of newspaper properties by interests owning newspapers and holding licenses for radio stations, with such interests retaining their radio holdings. One of the most notable instances was the late Harry Shaw's disposal of his *Waterloo* (Ia.) *Tribune* for merger with another local paper while he retained his WMT. Later, however, Mr. Shaw also sold WMT to the *Des Moines Register & Tribune* interests. Mr. Shaw was onetime president of the NAB.

Notifying the FCC of the disposal of the newspaper, Hugh McClung has filed an application for a new 5,000-watt station on 1590 kc. in Fresno.

BMI Enters Its Second Year With 97% Renewal by Stations

First Per-Use Performance Checks Are Mailed; ASCAP Seeking Formula for Broadcast Fees

DECISIVELY spiking rumors that, with an ASCAP deal in the offing, broadcasters would withdraw their support from BMI was the announcement of Carl Haverlin, BMI director of station relations, that by April 2 he had received renewal license contracts from 97% of the BMI member stations.

New contracts, running until March 31, 1942, were accompanied, he said, by letters expressing enthusiasm over the achievements of BMI during its first year and assuring the industry-owned music clearing and publishing organization of the stations' strong and active support for the future.

Largest Publisher

BMI officially began operations on April 1, 1940, when it licensed its first song, "We Could Make Such Beautiful Music".

Although since then BMI has acquired the rights to more than 250,000 musical compositions of every variety, song No. 1 is still heard occasionally on the air and enjoys a continuous sheet music sale. Starting from scratch a year ago, today BMI is the country's largest publisher of music and the most prolific producer of hit tunes.

Today BMI occupies more than 25,000 square feet of office space, has a payroll of 300 employes and ships out each week more than 100,000 printed units of music to broadcasting stations, taverns, hotels, retail music stores and other vendors and users of music.

BMI's willingness to examine the work of new and unknown composers, regardless of the time and effort involved, has won for the new organization the support of the public and has also given BMI, from out of the more than 100,000 songs submitted, a catalog of some 600 popular tunes—"more fresh and interesting material", in the words of a conductor, "than would ordinarily be submitted by a music publisher in six or seven years."

To the broadcasting industry, however, BMI's first birthday symbolizes something more than the establishment of a successful publishing house. During the last three months BMI and its affiliated companies have supplied the major networks and the great majority of individual stations with all of their program music.

This proved once and for all that while ASCAP formerly had a virtual monopoly on the performance of popular music it did not have any monopoly on the potential creators of such music, and that by taking the trouble to go past ASCAP's select circle of composers it was possible to uncover a supply of music adequate to meet even the almost insatiable requirements of American radio.

Furthermore, all nationwide surveys of listening have shown that the switch from ASCAP music the first of the year resulted in no revolt on the part of listeners, who by and large continued to listen as much and in the same manner as before. This proved that the new tunes were as acceptable as the old ones had been and destroyed the myth that "if ASCAP doesn't control all the music, it controls all the good music."

The unanimity with which broadcasters, both large and small, have renewed their pledges to continue their support of BMI proves that they recognize its achievements and appreciate their significance to American broadcasting.

Including its songwriters in the birthday celebration, BMI last week mailed out checks for radio performances, the first time writers have been paid on a pure per-use basis, without regard for anything except the number of performances their compositions received. Accompanying the checks is a letter from M. E. Tompkins, BMI vice-president and general manager, which reads in part:

"BMI's program logging service has been operating since Jan. 1, and your payment of performance royalties for the first quarter of 1941 will be accurately computed in accordance with actual performances for the first time in the history of musical copyright in the United States. Meanwhile the results already obtained by us from our logging service have enabled us to estimate your performances for the last quarter of 1940 with some accuracy, and we take pleasure in enclosing herewith our check representing voluntary payment for performance royalties for October, November and December of 1940 as estimated from a test check of programs.

"In sending you this payment, we wish to express again our deep appreciation for your cooperation, and to assure you that the opportunity of authors to be compensated for performances, upon a fair and determinable basis, is now definitely established and will be perpetuated."

Formula Sought

Meanwhile ASCAP's radio committee, hard at work attempting to find formulas for the broadcasting industry that would meet both the requirements of the Government's consent decree and the approval of the broadcasters, admitted this goal was not yet reached and described as "premature" reports that they had a basic formula just about ready to submit to the NAB committee.

Other reports, that ASCAP would make a deal with the broadcasters for a flat annual sum, to be allocated among the stations and networks in

(*Continued on page 41*)

THEY HUFFED and they puffed and they finally snuffed out the lone candle that crowned the first birthday cake of Broadcast Music Inc. Ceremonies were staged April 1. BMI sold 1,165,000 copies of its popular songs in the year, which doesn't include songs of affiliate publishers. Candle huffers are (l to r) Robert Sour, Henry Manners, Merrit E. Tompkins, Sydney M. Kaye and Milton Rettenberg. Kaye and Tompkins are BMI executives; the other three composed BMI's first tune, "We Could Make Such Beautiful Music Together".

BMI Orchestrations

BMI is now issuing complete orchestrations printed in two colors, a step it describes as "revolutionary" in musical procedure. Purpose is to simplify the performance of music "cross-cued" so it may be used by small groups or full symphony ensembles, enabling the musicians in orchestras of less than full symphony proportions to locate their parts quickly and easily from the notes printed in color. After experimenting with a number of shades, BMI has selected a reddish-orange as offering the greatest contrast to the standard black. Beginning last week, all BMI arrangements of standard, classical and salon music are being printed in two colors.

AMERICAN TOBACCO LOW-COST COVERAGE

SALES OF the American Tobacco Co., New York, increased in 1940 and the trend has continued in 1941, it was revealed at the annual stockholders meeting held on April 2 at the company's corporate office in Jersey City. The company's net sales during 1940 amounted to $285,752,878.17, while the net income for the year was $28,311,782.65.

In response to a stockholder's query on the company's expenditures for radio advertising, Paul M. Hahn, vice-president, who presided over the meeting, said American Tobacco Co. had paid less to reach the listening audience with their radio programs on a basis of homes actually reached than had any of their three major competitors.

Mr. Hahn exhibited a chart with costs of reaching 1,000 radio homes compiled for each of the four major tobacco companies. Also exhibited at the meeting was a sound film of a portion of a *Kay Kyser* broadcast. It was stated that another of the company's programs, *Your Hit Parade*, had likewise been filmed.

It was explained that the movies, exhibited on an easily carried portable projector, are shown at sorority and fraternity houses, service clubs, and various groups with a short accompanying lecture on Lucky Strike cigarettes. Stockholders in attendance considered the demonstration very effective.

Final Meeting Scheduled On AFRA-Disc Contract

MEETING of the negotiating committee of the transcription industry with executives of the American Federation of Radio Artists, scheduled for early this week, is expected to wind up negotiations over the AFRA code for transcribed programs. Document has been ratified by the majority of AFRA members, in meetings of the union's locals in New York, Chicago, Los Angeles and San Francisco, but with certain suggestions for minor changes.

AFRA reported that a contract has been signed with KGW-KEX, Portland, April 1, 1941, to Nov. 1, 1943, providing increases for staff employes. Hearings on the AFRA complaint against WIOD, Miami [BROADCASTING, Feb. 17], filed with the National Labor Relations Board charging the station with discharging two announcers for union activity, will be in Miami April 10.

Richardson to Discuss Defense at NAB Session

MAJ. GEN. Robert C. Richardson Jr., director of the Bureau of Public Relations of the War Department, will be the principal speaker on national defense at the NAB convention in St. Louis, May 12-15. The entire roster of speakers has not yet been arranged.

The officer, recently named head of the new bureau, which includes the Radio Branch headed by Ed Kirby, NAB public relations director on leave of absence, will discuss with broadcasters the role of radio in national defense. He is one of the Army's outstanding strategists and, prior to his selection for the new post, was in command of Fort Bliss, Tex.

FM Groups Name Shepard for Hearing

Pioneer in Field Will Represent Them at FCC Session

By BRUCE ROBERTSON

IDENTICAL resolutions authorizing John Shepard 3d, president of Yankee Network and of FM Broadcasters Inc., to represent the FM field at the impending hearings before the FCC on newspaper ownership of broadcast stations, were adopted April 2 by an open meeting of 100 representatives of companies interested in FM and by a closed meeting of FMBI.

Both meetings were held in the Hotel Roosevelt, New York. Groups instructed Mr. Shepard to present to the FCC the industry opinion that FM progress is being retarded and to request the Commission to expedite the hearings and action after the hearings.

New Types of Members

The FMBI session, held in the afternoon and attended by about 45 members, amended the organization's bylaws to permit two new classes of members—affiliate members with manufacturers of FM equipment eligible for this type of membership; associate members, whose ranks are open to educational and other non-profit FM stations. Dues for affiliates will be the same as for regular members, $300 a year, with associates given a lower rate. The bylaws were amended to provide for decreased dues for additional stations owned by FMBI members.

Two new members were elected at the meeting: Gordon Gray, WSJS, Winston-Salem, holding a construction permit for an FM station on Mt. Mitchell, and Radio Engineering Laboratories, New York, manufacturer of FM transmitting equipment and also operator of an experimental station, W10XLV.

The group reelected Mr. Shepard president and John V. L. Hogan, W2XQR, New York, vice-president. C. M. Jansky Jr., Jansky & Bailey; Walter J. Damm, WTMJ, Milwaukee, and Carl Meyers, WGN, Chicago, were re-elected directors, the other six directors remaining until their terms expire one or two years hence. Robert T. Bartley was reappointed secretary-treasurer of FMBI, and Dick Dorrance was reappointed director of promotion and manager of the organization's New York office. Philip G. Loucks continues as FMBI counsel.

Chief discussion at the morning open session centered on the recent FCC order for an investigation and hearings "to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers [BROADCASTING, March 24]." Order also specifies that in the cases of newspapers whose FM applications have been granted "the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof," unless the applicant can prove that earlier action will serve the "public interest, convenience or necessity."

Limited Scope

Many of those present urged that the resolution be broadened to contain a condemnation of the discrimination against newspaper ownership implied in the FCC order, arguing that the group should adopt a united front against such discrimination, which might easily lead in the future to similar procedures against ownership of stations by motion picture producers, department stores, insurance companies or other groups.

The majority agreed, however, with those who replied that until discrimination had been proved the wisest course was to assume that the investigation and hearings will be fairly conducted and that the resolution of the FM industry should confine itself to its own complaint—that in holding up construction permits the Commission is delaying the progress of FM broadcasting. The group unanimously adopted the resolution.

Preceding the discussion of the newspaper-ownership issue, Chairman Shepard showed how FMBI followed up last year's hearings by citing six specific suggestions made by the organization on behalf of all FM broadcasters and the resulting FCC actions.

Further informal conversations with FCC personnel, Mr. Shepard said, indicate that, for the present at least, high quality transcriptions

(*Continued on page 45*)

RESOLUTION ADOPTED BY FM GROUP

FOLLOWING is the resolution adopted by the FMBI session in New York April 2:

WHEREAS the following resolution was unanimously adopted at the general meeting of persons interested in the development of frequency modulation broadcasting held pursuant to general publicity of such open meeting at the Hotel Roosevelt in New York City April 2, 1941;

WHEREAS the Federal Communications Commission has ordered an immediate investigation to determine what statement of policy or rules, if any, should be issued concerning application for FM stations with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS the matter has been under consideration at this meeting.

THEREFORE, BE IT RESOLVED: (1) That it is the sense of this meeting that the development of FM broadcasting would be retarded if newspapers and those associated with newspapers were prohibited from becoming licensees in this new field; and (2) That this meeting recommends to the FMBI that it authorize and direct its president to appear before the Commission at the time of hearing and present for its consideration the views of this meeting as expressed in this resolution.

RESOLVED that the president is hereby authorized and directed to appear before the Commission at the time of hearing and that he be empowered to present such appropriate facts and arguments against disqualification of newspaper interests from FM broadcasting as may be approved by the board of directors.

Prospect of Universal Daylight Saving Withers as House Leaders Lack Interest

THE prospect of establishing universal daylight saving time as a national defense measure through Federal statute took a dip this week when it was revealed by Speaker Rayburn that the proposition had failed to gain attention of the majority leadership in the House. He also stated that he thought daylight saving was a matter to be handled by individual States. With the House in recess until April 14, the possibility of establishing daylight saving time on a national basis this season appears even more remote.

However, a second proposal embodying a universal daylight saving time system for the country was filed in the House March 27 by Rep. Keogh (D-N. Y.). The first such proposal, providing seven months of daylight saving time, was advanced several weeks ago by Rep. McLean (R-N. J.). The Keogh bill would establish daylight saving time during a six-month period, from the last Sunday in April to the last Sunday in October.

In another quarter daylight saving got a boost from Rear Admiral Joseph K. Taussig, commandant of the Fifth Naval District, who advocated adoption of daylight saving time in the Norfolk, Va., area in the interest of speeding up naval defense construction there. He indicated that officials of the Newport News Shipbuilding & Dry Dock Co. also favored daylight saving time.

On March 28 the board of directors of the Assn. of American Railroads passed a resolution supporting the McLean proposal (HR-3789).

FM Network Group Plans Corporation

Temporary Board Is Named to Continue Research Function

PLANS for incorporation, probably under the name Associated Broadcasting Corp., were announced April 3 by the FM Program Research Committee following a meeting of the group's entire membership at the Hotel Roosevelt, New York.

Like the old committee, the new corporation will continue research and other functions necessary to pave the way for the eventual creation and operation of an FM network, for which purpose the group was first called together last summer by John Shepard 3d, president of the Yankee and Colonial networks in New England and also president of FM Broadcasters Inc.

Temporary Board

A temporary board of directors was elected to serve until the corporate set-up has been completed. Mr. Shepard was elected chairman. Other members are Herbert L. Pettey, manager of WHN, New York, but acting as representative of Metro-Goldwyn-Mayer, applicant for an FM station in Hollywood; Gordon Gray, WSJS, Winston-Salem; Harry Stone, WSM-W47NV, Nashville; Walter J. Damm, WTMJ-W55M, Milwaukee; John R. Latham, former president of the American Cigar & Cigarette Co. and advertising agency radio executive who was retained by the committee some months ago to develop plans for FM network operation.

The full Latham report, covering all aspects of network operation, was discussed but no action was taken. Board plans to hold a meeting in about three weeks, probably in New York.

Since about a dozen of the group's 40 members represent newspaper interests, no definite plans for a network can be made at this time, or until the FCC has completed its investigation of newspaper-ownership of radio stations.

Holland's Plans

HOLLAND FURNACE Co., Holland, Mich., through Ruthrauff & Ryan, Chicago, on May 17 will sponsor a broadcast from the Holland Tulip Festival for the sixth consecutive year. The length of program and the network has yet to be determined. Last year the show was on CBS. In addition, the portion of the *National Barn Dance*, NBC-Red network feature, sponsored by Miles Labs., Elkhart, Ind. (Alka-Seltzer), will be broadcast as a part of the day's festivities from Holland. Ros Metzger, radio director of Ruthrauff & Ryan's Chicago office, is in Hollywood lining up talent for a weekly half-hour series which the Holland Furnace Co. will sponsor on one of the major networks during July and August.

Earnings of CBS Increase but Are Absorbed by Taxes

Gross of 51 Million is 18.8% Up but Net Scarcely Rose

CBS consolidated net earnings for 1940 totaled $5,006,633.46, or $2.91 per share, according to the company's annual report issued March 31. Sum is $200,000 more than the earnings of $4,806,000, or $2.80 per share, estimated in a preliminary report in February [BROADCASTING, Feb. 10].

Gross income for the network during 1940 was $50,912,064, an increase of 18.8% over the 1939 gross income of $42,845,394, but taxes increased 115% during the year so that the net income for 1940 was only $5,105, or one-tenth of 1% above that of 1939 and the per-share earnings for the two years were identical.

Increase in Assets

Cash dividends of $3,432,554, or $2 a share, were paid in 1940. Net fixed assets increased during the year from $6,179,193 to $7,148,644 and bank loans were reduced from $800,000 to $600,000. Cash on hand Dec. 28, 1940, end of the 52-week period covered by the report, was $7,570,151, as compared with $6,318,917 on Dec. 30, 1939. Ratio of current assets to liabilities at the end of 1940 was 2.10, as compared with a ratio of 2.39 the year previous. "This decrease is due principally to the larger provision for Federal income and excess profits taxes required in connection with our 1940 operations", the report states.

CBS investment in Broadcast Music Inc., representing approximately 9% of total BMI stock, amounts to $32,285. In addition, CBS is contingently liable for $400,000 to Edward B. Marks Music Corp., having guaranteed part of the payments for Marks performing rights BMI is to make between 1942 and 1945. Of the $400,000, CBS affiliates underwrote $140,000, with the network's liability being secondarily contingent for that sum.

Additional compensation of $254,505 was paid in December 1940 to 150 executives, junior executives and key employes of CBS, not including the president.

Preceding the financial report, made by Frank K. White, treasurer, President William S. Paley makes his report to the stockholders on the network's activities and plans during the year, touching on international broadcasting, television and FM as well as on the various aspects of domestic programming and the impending FCC monopoly report. Hailing American broadcasting "as an essential component of the American democratic way of life and as an importantly useful factor in preserving that way of life", he continued:

"More and more, I believe, the American people, contrasting our broadcasting with the enchained, government-dictated emanations of the dictator countries, are sensing freedom of the air as a precious right of the public. The Congress seems to have been far seeing when it created a radio law designed to prevent Government interference with programs at a time when the law-makers could hardly have sensed how intricately radio would become woven into the warp and woof of the pattern of American life.

A Public Trust

"Broadcasting today is subject, and properly so, to all the general laws and regulations governing business. In its own field it is subject to the FCC's policing of the wavelengths and it should and must be so subject, else there would be confusion and chaos. Beyond that it functions under the broad general requirement that it must operate in the public interest, convenience or necessity.

"Beyond the necessary limitations I have just mentioned, broadcasting is a product of the private competitive enterprise system. Government has not sought to regulate or interfere with our special business problems and the industry in turn has been self-regulating and self-policing and ever swiftly responsive to the public will and the public taste. To maintain it so is a public trust which all responsible broadcasters recognize, for to change it in any important sense into a creature of Government would be to turn back the hands on the clock of American freedom".

FLORIDA ISN'T THE ONLY PLACE where sports prevail at this time of year. California, San Francisco at that, comes up with this scene after the softball team of KGO-KPO whipped their radio comrades from KFSO, 29 to 24. The game was so bad that girls on the staff of KFSO challenged the KSFO engineers and auditors. They played four innings and whipped the men, 6-2. KGO-KPO and KFSO teams are gathered in the picture:

Top row (l to r) Lee Kolm, Tro Harper, Ralph Stoddard, Ed Jansen, Bill Shaw, Verne Walton, Haan Tyler, Bob Andersen, Harlan Dunning, Clif Howell, Paul West and Jack Ulrich.

Middle row, Floyd Farr, Neal Shaver, Dick Bertrandias, Wally Ruggles, Hal Wolf, Jack Gregson, Bob Dumm, Jack Feldmann.

Bottom row, Neil Lyons, Walter Beban (umpire), Ernest Jefferson, Clancy Hayes, Frank Barton, Walter Tolleson, Eddy King, George Fuerst, "Mascot" Oxarart, Wayne Steffner, Lincoln Dellar, Frank Oxarart, Jack Moyles, Milton Sidley and Herb Herzenberg, umpire. Bottom right are station managers Lincoln Dellar (in uniform) and Al Nelson looking over winner's trophy, a transmitter tube.

Sloan Resumes in Fall

DR. EARL S. SLOAN Inc., New York (Sloan's Liniment), which discontinued *Gangbusters* on April 4 for the summer, will again sponsor the program starting Oct. 3. Program is heard on NBC-Blue Fridays at 9:30 p.m. Warwick & Legler, New York, is agency.

CBS AFFILIATIONS REACH 127 TOTAL

WITH THE RECENT addition to CBS of KZRM, Manila, and WMBS, Uniontown, Pa., and the announcement that WERC, Erie, and WKWK, Wheeling, will join the network, CBS affiliates now total 127 stations.

KZRM operates on 618.5 kc., 50,000 watts, and is owned by the Far Eastern Broadcasting Co. WMBS is owned by Fayette Broadcasting Corp. and operates on 590 kc. with its new power of 1,000 watts day and night. Base rate is $125 per evening hour.

WERC, Erie, operating on 250 watts power day and 100 night on 1490 kc., joins CBS in mid-April. Owned by Presque Isle Broadcasting Co., the station will have a base rate of $125 per evening hour. Effective May 2, WKWK joins CBS, with $100 per nighttime hour as base rate. Station is owned by Community Broadcasting and operates on 1400 kc. with 100 watts power. The stations in Erie, Uniontown and Wheeling will be included in CBS' basic supplementary group and will be available individually to CBS advertisers using the basic network.

Shell Oil Spots

SHELL OIL Co., San Francisco (Solutized gasoline) is concluding a two-week campaign on 37 stations on the West Coast in which it is calling attention to this new Shell gasoline product. Night chain breaks are being used. Agency is J. Walter Thompson, San Francisco. The station list:

KPO KSFO KFRC KGO KQW KYUM KOY KTUC KECA KFI KHJ KFWB KGW KIEM KUIN KROY KEX KOIN KHQ KGA KFPY KFBK KWG KOH KOMO KJR KURO KFXM KFSD KERN KMJ KARM KGB KTMS KDB KTAR KVOA.

O'Cedar of Canada's Spots

O'CEDAR OF CANADA, Toronto (floor polish) starts early in April a series of dramatized spot announcements on 10 Ontario and Quebec stations. Account is placed by Norris-Patterson, Toronto.

Kellogg Discs

KELLOGG Co., Battle Creek, Mich. (Corn Flakes), on March 31 started five-weekly quarter-hour recorded programs on six Texas stations—WOAI, San Antonio; KRLD, Dallas; KTRH, Houston; KRGV, Weslaco; KGNC, Amarillo; KRIS, Corpus Christi. Contracts are for approximately 39 weeks. In addition, on March 24 and during the first week in April, the firm started a 26-week schedule of varying live and transcribed announcements on WBT WBOC WMBH KMBC KBIX KOMA KFEQ WIBW. During May WEAU WDAY KYSM KDAL will be added to the spot announcement schedule. Agency is J. Walter Thompson Co., Chicago.

50 Kw. For WLAC

A SECOND 50,000-watt station for Nashville was authorized April 2 by the FCC with the granting of a power increase from 5,000 to 50,000 watts for WLAC, owned by J. Truman Ward, former NAB president. The authorization was for WLAC's present 1510 kc. channel, with the transmitter to be moved and with the installation of a directional array for day and night. Mr. Ward indicated several months would be required to make the move.

Spots for Piston Rings

PERFECT CIRCLE Co., Toronto (piston rings) has started six weekly transcribed spot announcements on CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CJKL, Kirkland Lake, Ont.; CKCO, Ottawa; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CKLW, Windsor, Ont. Account was placed by McConnell Eastman & Co., Toronto.

January and February Industrial Payrolls in *Detroit* Were Estimated at

$128,000,000

AN INCREASE OF

$22,000,000

Over January and February, 1940

Detroit is today one of the outstanding markets in America. Substantial gains in all important divisions of business and industry in this area furnish abundant evidence that this is so. Industrial payrolls for January and February, 1941, showed an estimated gain of $22,000,000 over the corresponding months of 1940, *and 1940 payrolls were higher than 1929!*

Proof that WWJ is the most listened-to radio station in this great market is furnished, not only by increased time sales, but by every listener-interest survey that has been made in Detroit during the last ten years.

Established August 20, 1920

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Member NBC Basic Red Network

Coast Baseball Covers Nine Markets

General Mills, Goodrich Arrange Extensive Merchandising

WITH A REDUCTION this year in the number of stations used in comparison to past years, General Mills and the B. F. Goodrich Co. again are co-sponsoring baseball games in six Western States. Nine major markets are being used.

In three of the cities General Mills carries the entire sponsorship with Goodrich participating in co-sponsorship on six stations. The season started April 5.

R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast Agency, San Francisco, stated that all games of the Pacific Coast League, home and away, in California and Oregon are broadcast, as well as the games of the Western International League in Washington. KMYR, Denver, will re-broadcast National League games.

Local Meetings

General Mills and Goodrich have abandoned the baseball "school" for sportscasters, which in the past had been held in one of the major cities on the Coast. Instead Mr. Stafford and Charles Reed, of Westco, made a two-week tour to all the markets from which the broadcasts originate, holding individual meetings with the sportscasters. At each market they were joined by local executives of General Mills and Goodrich.

Westco signed the following stations to carry the sponsored ballgames: KQW, San Jose, Cal.; KROW, Oakland, Cal.; KFAC, Los Angeles; KEX, Portland, Ore.; KGA, Spokane, Wash.; KRSC, Seattle, Wash.; KUTA, Salt Lake City; KIDO, Boise, Ida.; KMYR, Denver. KFAC, KMYR and KIDO do not come under the co-sponsorship arrangement, but are being carried by General Mills alone.

Wheaties will be promoted exclusively on KFAC and KMYR, with Wheaties and other Sperry Flour products advertised on KIDO. Where there is co-sponsorship, General Mills will advertise Wheaties exclusively and Goodrich its tires, tubes and batteries.

Pacific Coast League games are played at night Tuesday through Friday, and on Saturday and Sunday afternoons.

For the first time since General Mills and Goodrich have been sponsoring baseball on the Coast a station outside of San Francisco will carry games, home and away, of the San Francisco Seals. It is KQW, San Jose, 50 miles south of San Francisco. This station's new frequency, 740, puts it between the two NBC stations, KPO and KGO on the dial. KQW's directional antenna is beamed toward San Francisco.

Announcers signed for this season's broadcasts are: Ernie Smith, KQW; Dean Maddox, KROW; Rollie Truitt, KEX; Mike Frankovich, KFAC; Louis Gillett, KGA; Leo Larsen, KRSC; Bill Sears, KUTA; Roy Civille, KIDO.

As in the past, only four commercials will be used during one game, but the announcer will be permitted to ad lib briefs on the products at his discretion.

Both General Mills and Goodrich have planned merchandising campaigns in conjunction with the sponsorship.

General Mills will employ the Wheaties Quartet, a transcribed musical novelty which will be played at the studio during the seventh inning stretch on signal from the announcer at the field. A Wheaties merchandising story will be sent in dramatized transcription form to the baseball announcers. A merchandising story will be told in movies, too, which will be viewed by the announcers.

Again this year General Mills will utilize the Welcome Home merchandising plan. When a team returns to its home stadium, all grocery stores handling Wheaties will be supplied with special posters and displays welcoming the players home.

The "Champ Stamps" printed on all Wheaties packages will stress baseball champions during the season. Sportscasters will make frequent personal appearances at stores and sign autographs for fans. National magazines will carry ads for Wheaties in which pictures of players will be used and mention will be made of the broadcasts. General Mills has decided to abandon the practice of giving grocer mentions over the air from the ball parks this year.

Goodrich, too, plans merchandising and promotion tie-ins. Dealer displays and large posters call attention to the ball games. It was expected Goodrich would repeat its soap box derby for boys.

WHAT CLEAR CHANNELS MEAN to the farmer and their relation to the Havana Treaty Movin' Day allocations of March 29 were the topics of this homey setting arranged by WSM, Nashville. Edwin W. Craig, executive of the station and the head of the independently-owned clear channel group, arranged the session at the home of one of Tennessee's rural leaders, Lewisburg's Mayor Jim McCord. As they dialed around the set to the accompaniment of a running account of the reallocation, emphasis was placed on night-time clear-channel service. WSM tuned in WSB, WFAA, WHAS, among the clear-channel outlets. Also tuned in was WGN which had a "foreign visitor" on its channel to show what happens when another station gets on a clear wave. In the group are (l to r), Lewis Finney, editor, Tennessee Farm Bureau News; Mr. Craig; Mrs. McCord; Mayor McCord; O. E. Van Cleave, former commissioner of agriculture, of U of Tennessee; Harry Stone, WSM manager (turning copy); Jack DeWitt, chief engineer, and George Reynolds at controls.

Local Bakery Programs Placed by W. E. Long Co.

W. E. LONG Co., Chicago agency, recently completed five series of 13 one-minute musical transcribed announcements featuring *Charlie Hamp and His Piano*. The series are scheduled to start during April and sponsored by the following concerns: Roger's Holsum Bakery, West Palm Beach, Fla. (Holsum bread) on WJNO, same city; San Joaquin Baking Co., Fresno, Cal. (Betsy Ross bread) on KWG, Stockton, KTRB, Modesto and KYOS, Merced, Cal.; Sunlite Bakeries, San Jose, Cal. (Sunlite bread) on KHUB, Watsonville, KQW, San Jose and KDON, Monterey, Cal.; Schmitt Bakery Co., Baltimore (Old Home bread), stations currently being selected for a regional set up; Old Homestead Baking Co., Denver (Town Talk bread) also a regional release with stations being selected.

In addition the agency has completed a series of 13 one-minute transcribed announcements featuring Mirandy, Hollywood character actress, to be placed by approximately 20 bakeries located in the south, for Aunt Hattie's bread, a franchised product.

All transcriptions were cut by C. P. MacGregor studios, Hollywood.

Wilson Cuts List

HOWARD H. WILSON, head of the national representative firm of the same name, to shorten the list of stations he represents, has announced the following stations will no longer be represented by his concern following the expiration of current contracts: WORD-WSPA, Spartanburg, S. C.; WRAL, Raleigh, N. C.; WHBL, Sheboygan, Wis.; WPIC, Sharon, Pa.; KDRO, Sedalia, Mo.

HOMER OWEN GRIFFITH & Assoc., Hollywood, is Pacific Coast representative of KSEI, Pocatello, Ida.

COOPER TO LEAVE FCC LEGAL POST

RESIGNATION of Robert M. Cooper, for two years special assistant to the general counsel of the FCC, was announced last Thursday. He had been active in handling the Network Monopoly Report, now under final consideration by the FCC.

Mr. Cooper did not announce his immediate plans, but is still associated with the Department of Justice as a special assistant to the Attorney General handling litigation involving Western Union as well as other communications matters. It is understood he has had several offers but will remain for the present at the Department of Justice.

Prior to joining the Commission, Mr. Cooper was with the Anti-Trust Division of the Department. He has specialized in litigation on the network-monopoly inquiry at the FCC. Chairman Fly and General Counsel Telford Taylor paid high tribute to Mr. Cooper for his ability.

While Mr. Cooper has contemplated leaving the FCC for some time, it is believed that differences of opinion in connection with the network monopoly inquiry, growing out of the FCC's current consideration of the report, probably motivated his decision to leave immediately.

Silver Variety Show

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), will substitute a half-hour variety show for the *Silver Theater* when that program, heard on CBS Sundays at 6-6:30 p.m., goes off the air for the summer on April 27. Summer replacement will feature Ed Sullivan, columnist for the *New York Daily News* as m.c., and Will Bradley's orchestra. Young & Rubicam, New York, is agency.

Short Dodge Drive

CHRYSLER Corp., Detroit, has started a two-week campaign of one-minute transcribed announcements for Dodge cars on 82 stations. Announcements will be heard a total of 8 to 14 times on each station in the evening. Ruthrauff & Ryan, New York, is agency.

NEW KILOCYCLES but the same national pasttime greeted Johnnie Neblett (left, above), sportscaster of KWK, St. Louis, during his stay in St. Petersburg with the Cardinals. Here he is in the baseball booth of WSUN where he acted as guest announcer for WSUN during exhibition games. With him are Fred Lieb (with hat), sports writer, and Fred Daiger, WSUN program director and announcer.

"He was harder to please than a Pet Pekinese!

... but Benton 'friendlied' up faster than a hungry pup when we offered him that *NBC Thesaurus* show! Signed for 26 weeks—like *that*."

"Never thought he'd pay the price for a really good program, Jim."

"Come out from under that beaver hat, Ed. The client who can't afford an *NBC Thesaurus* program can't afford to advertise."

* * *

Perhaps that's putting it a trifle strongly. But the fact remains—as many station salesmen will confirm—that one of the quickest and surest routes to a prospective client's contract is through *NBC Thesaurus*. *Thesaurus* offers just about the finest recorded-program values in radio—big time, big name musical shows ranging from swing to symphony—all at a price well within the limits of almost any budget. Yes—and all programs recorded NBC ORTHACOUSTIC, which means, of course, reproduction at its best.

Offer that "can't-afford-radio" prospect* an *NBC Thesaurus* show and watch him change his mind. *Over 200 stations are now using* Thesaurus *but many good markets are open. Write today for availability, rates and detailed information.*

*Postscript for Advertisers and Agencies: If you have a client with limited budget and a spot broadcasting problem, consider *Thesaurus*. Write for list of cities where these fine musical programs are on tap for immediate use

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Realtors Getting Results From Radio

Air Medium Effective In Increasing the Sale of Homes

By SAMUEL J. HENRY JR.
Radio Director
Vincent Tutching & Associates

"HOMES for sale—four to forty thousand dollars!"

That, in effect is the unusual advertising message which Washington radio listeners now hear each Sunday. Just who or how many of the great radio audience are immediate prospects for a home of their own is hard to say.

Smart real estate advertisers, nevertheless, have learned to expect results of radio for radio reaches everybody, and everybody, under present conditions, is sooner or later a prospect for home ownership. (That is the very spirit and essence of the modern housing program, as exemplified in the FHA plan, and enthusiastically supported by many private builders.)

Results From Radio

What is more, Washington's real estate advertisers *are getting profitable results from radio* — and therein lies an unique success story to the credit of the broadcast medium.

Could radio sell real estate? That question had piqued the curiosity of ambitious advertising men since the early days of radio. In 1921, the Queensborough Corp. engaged an hour over WEAF, New York—purpose, to sell real estate. It was radio's first commercial program, though history does not record the results thereof. The ensuing 20 years have seen soup and cigarette advertisers far outstrip real estate in the use of radio time, but a few far-sighted individuals were not discouraged. A home is by far the most expensive purchase which the average man makes in his life time. Many never quite make it, but an ever-increasing number of people today are thinking of that "home of their own," and radio deserves a goodly share of the credit.

Since 1935, several factors have combined to bring radio more forcibly to the attention of home builders and developers. The Federal Housing Administration asked the cooperation of broadcasters in publicizing its Insured Mortgage Plan, whereby the average family could buy a home as easily and economically as paying rent. Radio men rallied to a worthy cause, but the expected revenue from advertisers in the real estate and allied fields was not forthcoming. In a few cities —notably Houston, Chicago, San Francisco, Memphis—stations had capitalized on the great movement for better housing but the writer, while at the NAB in 1939, noted that comparatively few broadcasters were taking full advantage of FHA radio material and other aids to sell real estate advertising. Here was virtually an unknown and unplowed field of time sales, while the printed advertising expenditures of real estate companies mounted into the millions each year.

Songs of Home

The NAB Building Field Manual, produced in cooperation with the FHA and sent out in April, 1940, to 500 member stations, was the first result of this exploratory thinking. In August, 1940, WJSV, Washington, developed a real estate program featuring Elinor Lee and sold the idea to several interested accounts. The campaign ran for 20 weeks, with satisfactory results reported by all concerned. Stations in other cities inaugurated similar programs, and met with varying degrees of success.

Station sponsorship of model homes offered many interesting possibilities as a promotion stunt, but was not always calculated to produce the best radio entertainment, or maximum results. As one station man put it, it was a "messy" job, with all the headaches and inadequacies to be expected of a new and untried idea.

Then, in October, 1940, the Newbold Development Co. of Washington inaugurated *House and Home Time*, a 15-minute program based on the stories behind famous songs of home. Placed by Vincent Tutching & Associates and heard over WJSV each Sunday at 10:30 a.m., *House & Home Time* was written and conducted by Harry R. Daniel, vice-president of the agency, whose dramatized *Stories of Industry* for the U. S. Department of Commerce had run for 65 consecutive episodes over a coast-to-coast and international hookup via CBS in 1936-37.

House & Home Time clicked. Here was a radio program specifically designed to sell homes, and Vincent Tutching & Associates were quick to realize the merchandising possibilities. Consistent small space ads in the real estate sections of all Washington newspapers called listeners' attention to the program. "A Radio Home" was announced and people invited to drive out and inspect it.

REAL ESTATE "page of the air" is being perused in script form as Jason Hall of the WJSV sales staff (right) goes over broadcast of *Homes on Parade* with Waverly Taylor, president of the Washington Real Estate Board, who was guest on the March 23 program.

The program itself did the direct selling job—with no other medium used. The Newbold Development Co.'s Glenbrook Village soon began to show a nice increase in sales. Recently Newbold added a second subdivision, West Chevy Chase, which had failed under the direction of another development company. Radio now carries the entire advertising load on both locations, and the sponsor, Alfred T. Newbold, reports sales "far ahead of last year" with nearly a quarter-of-a-million dollars worth of homes sold in January and February of this year—convincing answer, we believe, to the question: Can radio sell real estate?

The success of *House & Home* ing & Associates to look around for suitable program ideas for its many other real estate clients. On Feb. 23, 1941, VT&A inaugurated *Homes on Parade*, a 30-minute participating program broadcast Sunday at 1:30 p.m. over WJSV. *Homes on Parade* is essentially a real estate program featuring Jason Hall, "radio's friendly guide to better living." Hall handles all commercials and editorial comments, which are designed to create an authentic real estate atmosphere and to engender the home ownership idea in the listener's mind. Actual interviews with prominent real estate men lend additional authority to the program, and carefully selected, transcribed music of a popular and semi-classical nature rounds out the entertainment.

Three builders, two home finance companies and a real estate broker sponsored one minute participations in the first broadcast; by the fourth week, nine advertisers had joined the program, necessitating a full hour and today, as *Homes on Parade* enters its seventh week with 15 sponsors representing every important type of concern in the real estate and building fields, the show is virtually a "sell-out."

Many of the participants report direct results from the broadcasts, either in actual sales, inquiries, or record-breaking crowds drawn to the various developments. Bradmoor, where sales had languished for weeks, sold six homes in four days. Walker and Dunlop, FHA mortgagees, traced customers direct to *Homes on Parade* influence. Waverly Taylor Inc., selling homes at $15,000 up, and other builders drew numerous inquiries, which are fast being closed.

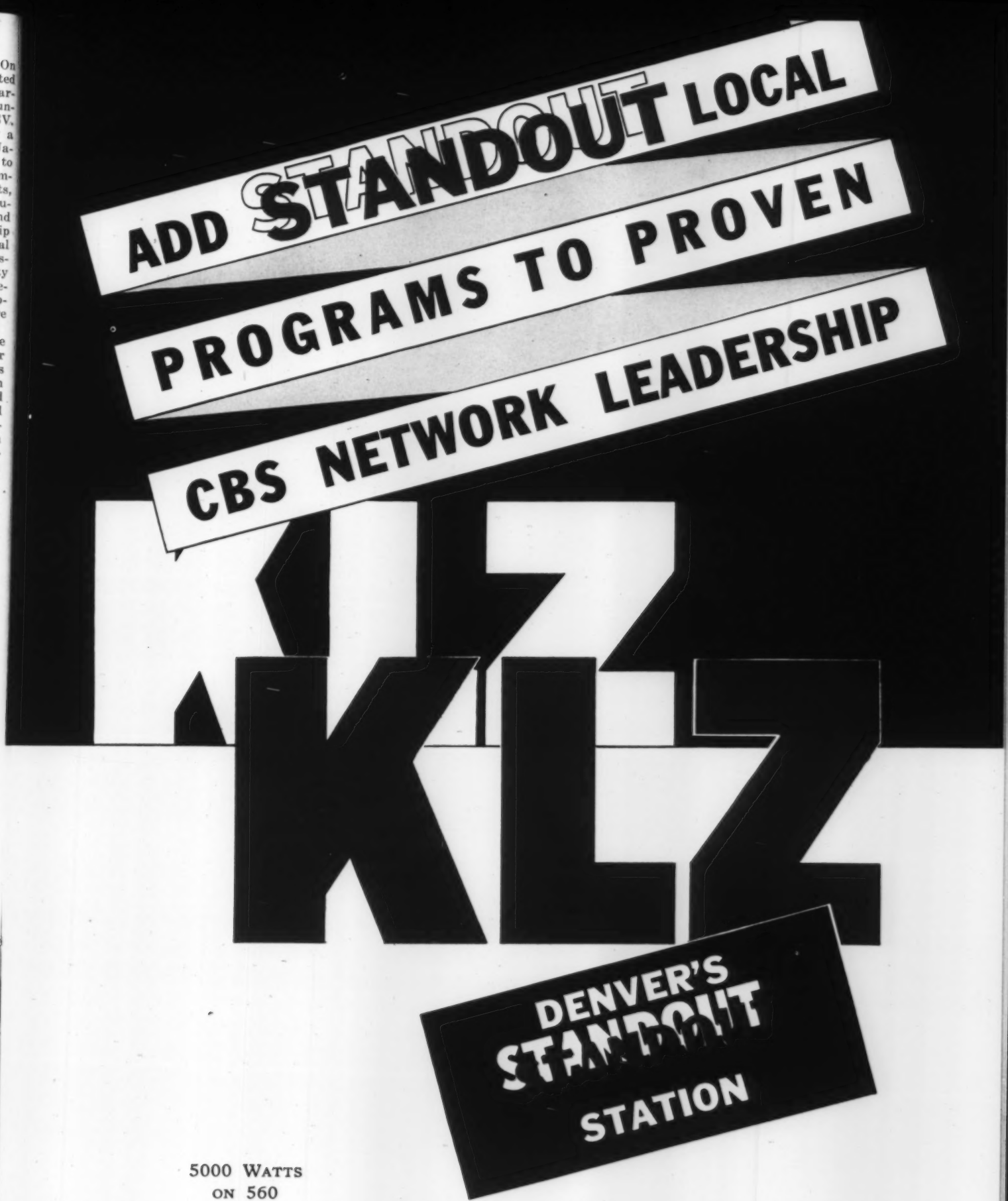
Washington radio listeners have come to think of *Homes on Parade* as an actual parade of home values, to which they turn regularly for ideas, advice and information on what to look for, and where to find that home they've always wanted. Like *House & Home Time*, the program has been consistently merchandised, particularly at the start, with "listen in" reminders mailed to all prospects, pre-program courtesy announcements, usual publicity on newspaper radio pages, ads in the *Shopping News*, and special *Homes on Parade* logotypes in the sponsors' newspaper and direct mail ads.

All advertisers are signed on a 13-week schedule, and it is confidently expected that *Homes on Parade* will become a year-round radio feature. If results have anything to do with contract renewals (and experience leads us to suspect they do), real estate advertising via radio is due for a long run.

SECOND YEAR'S START of the weekly half-hour *Kash Kwiz* on KFWB, Hollywood, from Paramount Theatre stage in downtown Los Angeles, under sponsorship of Log Cabin Bread Co., occasioned a celebration, with the usual birthday cake. Harry Wallen, theatre manager, cut the cake with Ted Myers (left), m.c. of the program, munching a doughnut while Howard Wilder, Log Cabin Bread Co. sales manager, and Tom Scholts (left), show producer and radio director of Scholts Adv. Service, Los Angeles agency servicing the account, are absorbed in a discussion.

Apple Campaign

WASHINGTON STATE Apple Adv. Commission, Wenatchee, Wash. (Wine-sap apples) recently started a three-week campaign on stations in 13 major markets, using participations in home economics programs and 100-word chain breaks three times weekly. Stations are WCAE WKRC KSTP WCFL WMCA KOMO WISN WGST KOIL KPRC WTCN KFYR WIND. Agency is J. Walter Thompson Co.



MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

Copyright as Seen by a Disc Library

Higher Fees by Owners Of Music Rights Foreseen

By GERALD KING

Standard Radio, Los Angeles

IN THE MARCH 10 issue of BROADCASTING, Mr. Ed Craney, director of KGIR, Butte, Mont., brought forth several very interesting comments and suppositions regarding the status of copyrighted music when and if the broadcasters complete a deal with ASCAP to return music of that pool to the air. This article was entitled "Turning Point in Musical Copyrights".

In his argument Mr. Craney, among other things, stressed the fact that broadcasters should insist upon clearance at source for electrical transcriptions. In the belief he has not covered this particular subject completely I would like to point out some facts which broadcasters should be aware of before they plunge into the negotiation of ASCAP music.

Library Problem

To begin with, as the lawyers say, let us make a stipulation. This argument of mine concerns only musical transcriptions in library services such as supplied by ourselves, NBC, World, Associated, Lang-Worth and MacGregor. I agree with Mr. Craney commercial transcriptions should be cleared at source if network commercial programs are cleared at source. This is no particular problem because the advertiser knows in advance where the programs will be run and the musical copyright owner can fix charges accordingly.

The situation with respect to musical transcription libraries is considerably different. One library service goes to 300 stations; another has 100 subscribers. If cleared at source would the copyright charge be based on the number of subscribers—which varies month to month—or on the number of subscribers divided into seven or eight groups of stations, and by the number of copyrighted compositions, plus the use made? It becomes a little complicated when you consider one service may have 2,500 ASCAP selections in it while another has none and a third has 500. And the amount of this copyrighted music will vary month by month as new releases are added as the various services release from 36 to 100 selections monthly.

If, on the other hand, a sort of blanket fee for clearance at source for these library selections is decided upon, how are these fees to be apportioned among the subscribers. One station may use a service but a half-hour daily for a six-month period and suddenly need it for three hours daily. Others, not connected with networks, may use a service or services upwards of eight and ten hours daily. Is the small user to pay an average fee for the benefit of his brother broadcaster who gets five times the use from the music?

All these questions of course can be solved even if not on an entirely equable basis. But there still remains a point or two to the problem and these concern money which the broadcaster must spend. It must be plain to Mr. Craney that if library transcriptions are cleared at source the copyright owners are going to demand a pretty fancy fee from the transcription companies to compensate them for the loss of revenue from the local outlets.

As this is not taken into consideration with rates as they now stand this means these charges have to be passed on to the stations. It has been my experience that whenever a situation of this kind appears, the ultimate consumer pays considerably more by handling the collection of the money through a third party than by paying directly.

The Simpler Way

The transcription companies cannot be responsible for performing rights. They already have a responsibility for mechanical rights, about which a sentence or so later on. If they are to be responsible for the collection of performing fees, including perhaps credit losses, the transcription rates will have to be loaded for this, plus handling charges. How much simpler it is to handle this direct with the copyright groups.

I estimate than 95% of the use of musical program library services is for local programs, either sustaining or commercial. It seems to me to be a much more logical procedure for the local station to report its local commercials, whether studio, by transcription or phonograph records, rather than attempting to segregate them by types. It may be that there will be blanket deals for sustaining—no one knows at this time. If so the amount of work required for reports will be much less if one report is made to each music pool than if several are required, including one to each library service for re-reporting to the copyright owners.

The ideal way of settling the music business as I see it would be for a uniform contract for performance agreed to by all the music pools and which would cost the local outlet nothing, except for sustaining programs if these are put on a blanket basis. Network commercials would then require no attention being cleared at source. Neither would commercial transcriptions. Local commercials would be reported per program to the pool whose music was used. And that would be the end of it except the deal might be made to include clearance of all network broadcasts at source so as to eliminate the necessity of the local outlet taking on dozens of sustaining contracts from each music pool and the 150 independent publishers of the country.

Carefully Checked

Mr. Craney makes a statement that the broadcaster knows nothing of the music as it is transcribed, yet he is responsible for its performance. He is very clear and very true on this. My only answer is, so far as my knowledge extends, no broadcaster has ever been sued or a collection made on any piece of music sent him by a transcription library. We are pretty careful about what we record and have facilities better than most for checking sources of music. We have to. So while it may seem unfair I don't believe anyone has been hurt by it and if the performing licenses work out as they probably will it makes no difference anyway. A recording improperly credited to one pool will simply be a mistake; not a means for a suit.

Now here is my final argument against clearance of transcribed music at source. If the transcription libraries are so cleared they are immediately thrown on the mercy of the publishers, who in the Department of Justice consent decree find themselves prohibited from certain practices which have prevailed in the past regarding mechanical licenses, and who no doubt will use this to exact a performing fee sufficiently large to cover the losses they will sustain by being forced to grant mechanical licenses according to the 2-cent provision of the copyright act. Radio would pay for that.

Further, if transcriptions are cleared at source then phonograph records must be so cleared. There is no distinction between these in the copyright act. And imagine how grateful the phonograph record companies would be for that after trying vainly for years in the courts to restrict the use of their recordings on the air. Perhaps, after all I am all wrong in arguing against clearance of our music at source because this would make phonograph records unplayable on any station and the transcription companies would reap a bonanza in new business.

As a final word, remember the library transcription companies want to work with the broadcasters. Radio stations are our customers and our source of revenue. But regard carefully any proposal which may seem to be drawn up for your benefit but which may cost more than by doing business under the existing setup.

HERE IS GERALD KING, co-owner of Standard Radio, perusing the article on copyright published in the March 10 issue of BROADCASTING, written by Ed Craney, director of KGIR, Butte. Mr. Craney's observations prompted this rebuttal. In its effort to serve as a forum on situations provoked by the new music order, BROADCASTING publishes this rebuttal.

New York Recording Bill Shelved for the Season

NEW YORK STATE Senator Charles D. Perry (D-Manhattan) has withdrawn the enacting clause of his bill to outlaw unauthorized recording of broadcasts, which in effect shelves the measure.

Withdrawal followed a meeting of Sen. Perry with a group of representatives of the National Assn. of Performing Artists, organization sponsoring the measure, the major networks and the transcription industry, held in New York March 22. Following this meeting the group held other meetings and will continue to meet until a bill satisfactory to all interests has been drafted. Intent of the bill is to prevent the theft of radio programs through off-the-air recordings which might then be sold for use on stations which did not carry them originally.

Sydney Kaye, who last year handled the opposition of the NAB State Committee, pointed out that the measure would require some 30 permissions for an average program, which would be practically impossible. Also attending the meeting were Nathan Bass, NAPA; Robert Swezey, NBC; Howard Hausman, CBS; Lloyd Egner, NBC Radio-Recording Division; C. M. Finney, Associated Music Publishers.

12,000 SAID

"I DO!"

One afternoon a few weeks ago, the 12,000 men of New England's 43rd Division reaffirmed their oath of enlistment with a single "I Do" which rang from every mobilization center and armory in Connecticut, Rhode Island, Maine and Vermont.

These 12,000 guardians of our American way of life—called to order by the stirring tones of four trumpets—were given the oath over a twelve station network from the studios of WTIC.

This project, sponsored by WTIC, symbolizes the unity of our country in these critical times. It is one example of the service which a free system of broadcasting can render in a free democracy.

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

BEAMING WITH DELIGHT was Harry W. Witt, CBS Southern California sales manager (left), when Harry Drum, vice-president of Smith & Drum, Los Angeles agency servicing the General Petroleum Corp. account, signed a contract for the latter firm to sponsor the weekly half-hour program, *I Was There*, on 9 West Coast stations of that network. W. B. Curtis, advertising manager of the oil concern observes the pleasure expressed by his agency representative and Witt.

New Stations Authorized by the FCC
During First Three Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters not yet issued.

CONNECTICUT

WSRR, Stamford—CP issued to Stephen R. Rintoul, account executive of the Katz Agency, New York. Granted Feb. 13; 250 watts on 1400 kc.

IOWA

KBUR, Burlington—CP issued to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 20% stockholder; J. Tracy Garrett, publisher of the *Burlington Hawk-Eye Gazette*, 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 5; 250 watts on 1490 kc.

† NEW, Clinton—CP issued to Clinton Broadcasting Corp.; Peter Matzen, president Arzen Laboratories, proprietary manufacturers, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

MISSISSIPPI

WMIS, Natchez—CP issued to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 91% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 3%; F. C. Ewing, manager of WGCM, secretary-treasurer, 3%; M. M. Ewing, 3%. Granted March 19; 250 watts on 1490 kc.

MISSOURI

KHMO, Hannibal—CP issued to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier*. Interlocking stockholdings with Lee Syndicate Newspapers: *Davenport* (Ia.) *Times* and *Democrat, Ottumwa* (Ia.) *Courier, Muscatine* (Ia.) *Journal, Mason City* (Ia.) *Globe-Gazette, Madison* (Wis.) *State Journal, LaCrosse* (Wis.) *Tribune & Leader-Press, Lincoln* (Neb.) *Star*. Granted Feb. 5; 250 watts on 1340 kc.

NEW YORK

†NEW, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1450 kc.

PENNSYLVANIA

†NEW, Butler—CP issued to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.

WMRF, Lewistown—CP issued to Lewistown Broadcasting Co.; Sentinel Co., publisher of the *Lewistown Sentinel*, 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33.286%; James S. Woods, same company, .048%. Granted Feb. 25; 250 watts on 1500 kc.

SOUTH CAROLINA

WMDF, Greenwood—CP issued to Greneo Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A. Mays, attorney, vice-president and secretary, 20%. Granted Jan. 7; 250 watts on 1450 kc.

TENNESSEE

WJZM, Clarksville—CP issued to partnership of William D. Hudson, local mayor and agent for Standard Oil Co., and Violet H. Hudson, oil retailer and wholesaler in Christian County, Ky. Granted Feb. 19; 250 watts on 1400 kc.

TEXAS

KGBS, Harlingen—CP issued to Harbenito Broadcasting Co.; McHenry Tichenor, retired newspaper publisher, president, 224 shares; Genevieve Tichenor, his wife, secretary-treasurer, 75 shares; Hugh T. Ramsey, vice-president, 1 share. Granted Feb. 11; 250 watts on 1240 kc.

VERMONT

*WWSR, St. Albans—Transfer of facilities of WQDM, St. Albans, to Vermont Radio Corp.; Lloyd E. Squier, manager and half-owner of WDEV, Waterbury, president, 10½ shares; William G. Ricker, half-owner of WDEV, vice-president and treasurer, 10½ shares; Ernest C. Perkins, 1 share. Granted Feb. 18; 1,000 watts daytime on 1420 kc.

VIRGINIA

WINC, Winchester—CP issued to Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va. Granted Feb. 4; 250 watts on 1400 kc.

HAWAII

KHON, Honolulu—CP issued to Hawaiian Broadcasting System Ltd., operator of KGMB, Honolulu, and KHBC, Hilo; Consolidated Amusement Co., motion picture chain company, 55.55% stockholder; *Honolulu Star-Bulletin* Ltd., 24.25%; Corp. of the President of the Church of Jesus Christ of Latter Day Saints, 20.2%. Granted Feb. 18; 250 watts on 1340 kc.

In addition, the FCC has issued proposed findings favoring grants of new stations in San Juan, Puerto Rico (Enrique Abarca Sanfeliz; 1,000 watts night and 5,000 day on 580 kc.); and in Jacksonville, Ill. (Hobart Stephenson, Milton Edge and Edgar J. Korsmeyer, a partnership; 250 watts daytime on 1150 kc.). These proposals are subject to final ratification and assignments are subject to change under the Havana Treaty.

David Rosenblum Given CP for Station in Butler

THE FIRST new station authorization since the March 29 reallocations was granted April 1 when the FCC issued a construction permit to David Rosenblum, department store owner, for 250 watts on 680 kc., daytime only, in Butler, Pa., a community of about 25,000 population about 30 miles north of Pittsburgh. The grant was made without hearing.

On the same day the Commission, apparently in pursuit of its policy of inquiring into newspaper applications, designated for hearing the application of Colonial Broadcasting Corp. for a new 250-watt station on 1230 kc. in Norfolk, Va. Colonial is 98% owned by Daily Press Inc., publisher of the *Newport News Daily Press* and *Times-Herald* and owner of WGH.

A NEW station in Scranton, Pa., seeking the facilities of WARM, is sought in an application for 250 watts on 1400 kc. filed by George Grant Brooks Jr., a New York stockbroker with offices at 52 Wall St.

EXCLUSIVE ST. LOUIS OUTLET FOR NBC RED NETWORK

KSD

For FRONT LINE Sales Stimulation

With Millions for Defense to Pour Through Retail Outlets

PRIMARY
Defense Expenditures
Behind
Greater St. Louis PAYROLLS
$230,000,000
CONTRACTS UP TO MARCH 1st
In St. Louis Area, With Millions More
In Secondary Contracts

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

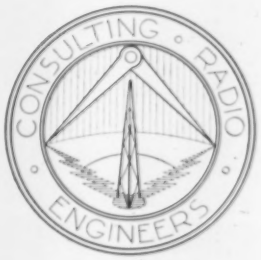
Announcing
Formation of the Firm of

RING & CLARK

Consulting Radio Engineers

ANDREW D. RING
Former Assistant Chief Engineer of the FCC

RALPH L. CLARK
Former Senior Radio Engineer of the FCC



JACK H. DEWITT, JR., well-known station and consulting engineer, will be associated with the firm as supervisor of field survey activities.

The firm of Ring & Clark will specialize in broadcast allocation, also proposing a system of synchronization for improved quality and reliability with minimum supervision of operation.

WASHINGTON, D. C.

Munsey Building ★ Telephone REpublic 2347

CKLW at 800 kc. now offers:

- 25% increase in our 500 microvolt contour line.
  33% greater than under our old frequency.
- Total population in CKLW's primary area at 800 kc. . . 8,063,520
  33% greater than under our old frequency.
- Total radio families . . 2,211,523
  35% greater than under our old frequency.
- Retail buying power $2,659,646,000
  22% greater than under our old frequency.

To the advertiser, our new wave-length means not only increased coverage within the Detroit market proper, but a plus percentage of new listeners *outside* the Detroit area with thousands of additional sales impacts for your product. No increase in rates!

IN THE DETROIT AREA-IT'S

CKLW

5,000 Watts Day and Night
CLEAR CHANNEL

Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

Purely PROGRAMS

HIGHLIGHTS in Pan American relations from precolonial days to the present are covered in *New World Diplomacy*, on WOL, Washington, under direction of the School of Foreign Service of Georgetown University. Narrative centers around the dialogue of two fictional characters, a retired former United States ambassador to Latin American countries, and a young war correspondent recently returned from London, who has been assigned by his editor to do a series of advance reviews of the ambassador's book on Pan American diplomacy.

* * *

Rookies Day

EMPLOYING a novel technique in broadcasting a special event, KSFO, San Francisco recently presented *A Day in the Life of a Rookie Pitcher*, direct from the San Francisco Seals Spring training camp at Boyes Hot Springs, Cal. Dramatic sequences, recorded in separate cuts and then pieced together at the KSFO studios, followed a typical day of a rookie from rising to retiring, with authentic sound effects all the way.

* * *

Roundup of Commentators

COMMENTING on the commentators is the unusual aim of *What's Going On?*, quarter-hour nightly program conducted by Mort Jampel on WSOO, Sault Ste. Marie, Mich. The feature is a digest of what the nation's commentators and columnists are saying, and doesn't hesitate to poke fun if a commentator guesses wrong or isn't up-to-the-minute on his news.

* * *

Flying Weather

COMPREHENSIVE broadcast of weather and flying conditions in the Rocky Mountain area has been started by KLZ, Denver, from the city's new weather bureau at the Municipal Airport. Two broadcasts are heard daily, one at 6:15 a.m. and the other at 11 p.m. Posters have been placed at all hangars and students have been instructed to check with KLZ before coming to the various airports.

* * *

New Round Table

THE *Rotary Round Table* is the title of a new half-hour series WRVA, Richmond, is scheduling on a twice-monthly basis. In the series, topics of national and state importance are discussed in round-table conference by four Rotary members particularly qualified to participate. Irvin Abeloff, program service director, is supervising the series.

* * *

Great Fires

GREAT CONFLAGRATIONS in dramatic form is the subject of *Great Fires of History* heard over WBZ - WBZA, Boston - Springfield. Each week, John B. Fisher, narrator, tells the story of a great fire which has taken its place in the annals of time.

MINSTREL-MINDED members of WREN, Kansas City, dominated the cast of the annual minstrel show, produced each year for the crippled children's fund by the local Chamber of Commerce. Kansas City's NBC-Blue outlet, contributing more members to the cast than any other single organization, was represented by these blackfaces (below, l to r), Arden Booth, announcer and Verl Bratton, general manager. Above are Millard Ireland, news editor; John Bondeson, promotion director; and Thomson Holtz, announcer.

Personalities Behind the News

DRAWING upon her experiences as a foreign correspondent, and giving a woman's slant on world affairs, Marguerite Harrison, former newspaperwoman, on March 27 started a series of informal talks on NBC-Pacific Blue stations. The series is devoted to personal impressions of European countries, customs and people, aiming to give a clearer picture of names which make today's headlines.

* * *

Youth Questions

REPRESENTATIVES of the small nations of Europe now in this country answer questions put to them by New Jersey high school students in *Young America Asks*, MBS series of weekly quarter-hour programs originating in Newark Academy. The students also discuss extemporaneously the European situation.

* * *

Interviews With Greats

PREVIEWS, reviews, interviews and other views with national and international writers, musicians and artists are features of the *Voice of the South*, a quarter-hour show on WMBG, Richmond. The first big name to appear was Salvador Dali, surrealist painter.

* * *

Behind the Scenes

NEW FORMAT for dramatizations was launched on KYW, Philadelphia, by the professional players of the *Main Line Playhouse*. Several minutes of the program are devoted to a backstage interview with the producer to frame the story of the play.

* * *

Test Flight

NEW ANGLE on the soldier quiz pits men at the Air Corps' Lowry Field, Denver, in a "flight objective" in *Test Flight*, on KLZ. Questions answered correctly move the contestant toward his flight objective with silver dollar prizes.

Kiddies News

WORLD NEWS, especially processed and interpreted for the understanding of children over 8, will be presented on WQXR, New York, in a new series of daily five-minute programs by Dorothy Gordon, radio artist noted for her children's programs. Starting March 31 under the title *Dorothy Gordon, Newsscout*, the program will treat current topics, as suggested by children and parents' group through the cooperation of the New York City Board of Education.

* * *

Diamond Quiz

BASEBALL THEME predominates in a new question-and-answer show on WHBF, Rock Island, Ill. Originating on the stage of a local theatre which will be laid out to resemble a baseball diamond, *Quizball* is played with two teams of five persons each selected from various organizations in the Tri-Cities (Rock Island, Moline, Davenport). The "umpire" pitches the questions and then calls out strikes, fouls, bases or outs, giving a play-by-play description of the game.

* * *

School Quiz Bored

FROM a local theatre stage decorated as the interior of an old-time schoolhouse WPTF, Raleigh, is presenting the weekly quiz, *The Little Red Schoolhouse*. Locally prominent people comprise a "bored of education" and a class of 15 is drawn from the audience. Questions that stump the experts are referred to the class with prizes and a final jackpot as awards.

* * *

Children's Church

RELIGION FOR YOUTH is stressed in *Church of the Children* heard weekly on WSB, Atlanta. Presiding over the services is Dean Raimundo De Ovies who recently won national publicity for his methods of using comic characters to illustrate his Bible lessons. A sermonette on some subject that can be understood by children is featured, with hymns, prayer and anthems filling out the 15-minute program.

* * *

Boy Scouts and the War

COOPERATING with the local Boy Scout authorities, CKCK, Regina, has started a series of dramatized programs titled *Boy Scouts & the War*. The stories, which are being transcribed and shipped to stations throughout the Dominion, tell the important part played by the Scouts and how Scout training is proving valuable in present conflict.

* * *

On the Fairways

GOLF lessons are aired over KGFW, Kearney, Neb., each Thursday evening on the regular quarter-hour sportscast of Paul Roscoe. Mel Curry, local golf pro, prepares the lessons and answers questions of listeners concerning golf, its rules, care of greens and fairways, club management and general golf discussion.

* * *

Author

A BOOK REVIEW program, which brings the author to the microphone to answer questions and hear pungent comments of a panel of three reviewers, has been started on WGY, Schenectady, as an unsponsored educational feature.

When GOOD fellows get together!

Perhaps it's professional pride that causes Washington retailers to favor WJSV—the respect of one good salesman for another. Anyway, they vote WJSV a wacking big lead for selling honors in this wealthiest per-capita market of the nation.

For instance, take their answers to a question that an independent research group asked 481 Washington grocers and druggists in February, 1941.

They were asked what radio station they would prefer to use for a campaign in the Washington market.

They said "WJSV" 30% more often than they said "Station B"... 106% more often than they said "Station C."

It's not the first time WJSV has garnered this blue ribbon. This is the *second successive* study, in three years, of dealer preference in Washington... and the *second successive* time that WJSV has scored a stout victory over the next-best station.

If you admire crack salesmanship, you'll find one Washington station a really congenial advertising medium.

IT'S ON **WJSV**

50,000 WATTS • COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

The Memphis market is massing a tremendous army of sales, and the army is growing every day. Latest figures show that total wholesale sales for the Memphis market to be $1,082,032,870.00—MORE THAN ONE BILLION DOLLARS. The retail sales total $432,137,-000.00. This is a formidable array of dollars for you to shoot at when you advertise over WMC, pioneer radio station of Memphis and the Mid-South . . . the station that covers one of the nation's richest markets.

— IN ADDITION
For 1939 over 1935, dollar sales in Memphis increased 13.7%, number of employees increased 19.7%, while the payroll increase was 18.5%.

5,000 Watts Day
1,000 Watts Night

WMC

NBC RED NETWORK

MEMPHIS, TENN.

THE *Billion Dollar* MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

THE COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
WJDX—JACKSON, MISS.
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

WSAN-WCBA Merger

DUAL CALL letters of WSAN-WCBA, Allentown, Pa., have been dropped in favor of the single call WSAN by reason of an FCC decision April 2 in which it also authorized the merged stations to increase their power from 500 to 5,000 watts on 1470 kc. The stations have held separate licenses but are under the same ownership and management. The Allentown Call Publishing Co., publisher of the *Allentown Call* and *Call-Chronicle*, owns 65% of the company, and B. Bryan Musselman, manager, owns 35%.

New AT&T Probe Is Begun by FCC

Long-Line Rates Are Slated For Commission Inquiry

A NEW INVESTIGATION of AT&T, centering upon long-distance telephone rates and charges, which include long lines used for broadcast service, was ordered April 2 by the FCC, adding to the list of investigations in various fields already underway.

Already in the final stages of its Network Monopoly Report, and having only recently ordered an inquiry into newspaper ownership of stations, the FCC apparently figures on a busy spring and summer. The AT&T inquiry calls for public hearings June 9 and asks the parent company and its 21 associated companies to show cause why long distance toll rates should not be reduced.

Former Inquiry

The last investigation by the former telephone division of the FCC, started in 1935, resulted in the expenditure of upwards of $1,500,-000. It was branded a fiasco in Congressional circles.

How deeply the investigation will go into rates for broadcast service is not indicated. That phase of the order calls for an investigation into the reasonableness of the rates, charges, practices, classifications and regulations of the long-lines department of AT&T, and directs it to show cause "why its rates for interstate telephone service should not be reduced". Roughly, it is estimated the broadcasting industry expends between 8 and 10 million dollars a year for network service.

In its order, the FCC commented upon the rapidly increasing earnings from toll operations and held that its net income from these operations rose from approximately $20,000,000 in 1938 to $27,000,000 for the 12 months ended Jan. 31, 1941. The FCC said the 1940 earnings occurred despite increases in allowances for pensions, depreciation, maintenance expenses and Federal income taxes, as well as a $5,000,000 reduction in long-line rates ordered by the Commission in May, 1940. It said that any principles established in the case will have a far-reaching effect upon telephone rate regulation throughout the country.

Gross Considered For FCC Vacancy

Looms as Next Occupant of Ring's Broadcast Post

THOUGH the FCC has not yet given consideration to the naming of a successor to Andrew D. Ring, assistant chief engineer who resigned recently to enter consulting engineering work in Washington, Gerald C. Gross, chief of the FCC's International Division and one of the veteran engineers on its staff, looms as a likely successor.

Mr. Gross

Mr. Gross, who joined the former Radio Commission in 1928 and has served with it continuously since, is known to be highly regarded by certain members of the Commission and by virtue of his seniority and background, may get the $7,500-a-year post. The naming of Mr. Ring's successor, however, probably will not occur until the expiration of his unused leave, which runs for several weeks, or unless he decides to end his Government connection by waiving this leave.

Others Mentioned

Mr. Ring resigned March 29, coincident with the effective date of the Havana Treaty reallocation, and established an engineering firm in the Munsey Bldg., Washington. Ralph L. Clark, senior engineer of the FCC, joined him to form the partnership of Ring & Clark.

Several other prospective appointees to the Ring post also have been mentioned. These include George P. Adair, chief assistant to Mr. Ring, now serving as acting assistant chief in charge of broadcasting; George E. Sterling, assistant chief of the Field Section, and Maj. Edwin L. White, engineer in charge of non-broadcast radio services.

Born in New York in 1903, Mr. Gross was with the radio section of the U. S. Bureau of Standards from 1926 to 1928, when he joined the engineering division of the former Radio Commission. He has been active in international radio activities and has attended virtually all of the international conferences since he joined the former Radio Commission. He is a lieutenant in the Naval Reserve and is a graduate of Haverford College. He is a Phi Beta Kappa.

Newspaper Deal Dropped

THE DEAL whereby A. W. Barnes, publisher of the *Gallup* (N. M.) *Independent*, was to have purchased KAWM in that community has been dropped, and the application for voluntary transfer has been dismissed without prejudice by the FCC. The station last October was destroyed by fire, and has not been operating since. It is understood A. W. Mills, licensee, is considering selling it to another purchaser.

NOW THEY LOOK LIKE THIS

(See page 11)

PHOTOGRAPHS ON PAGE 11 in same (l to r) order show: (1) **Mark Ethridge**, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, who joined the Navy in April, 1917, was sent to training school at Newport until August, 1917 when he was assigned to the fleet; in May, 1918, he was commissioned and sent to Officers Training School at Annapolis, and in September, 1918, he was assigned to the *USS Huron* in transport service, making three round trips to Europe before being disenrolled in New Orleans in May, 1919. (2) **Paul Oury**, onetime part owner and manager of WPRO, Providence, and now manager of the new WCFI, Pawtucket; throughout the World War he served as a radioman, first, second and third class, being assigned successively to the *USS Oregon*, *USS Pennsylvania* and *USS Florida*, the Harvard, Bar Harbor, Great Lakes and San Diego radio schools, and the radio stations at Guantanamo, Cuba, Lyon, France, and Balboa, Canal Zone. (3) **Joe Lang**, manager of WHOM, Jersey City, and part owner of WHOM and WIBG, Glenside, Pa., who enlisted in Philadelphia in June, 1918, was stationed at the Navy Yard there until October, 1918, then was sent to Brest, out of which port he served on various American ships of the European station. Joe says he went in a gob, came out a gob.

Spartanburg's Stations, WSPA and WORD, Hold Network Affiliation Fete

MARKING the affiliation of its two radio stations with CBS and NBC, Spartanburg, S. C., climaxed a Radio Day celebration March 29 with a banquet at the local Cleveland Hotel. On that day WSPA formally increased its power to 5,000 watts day and 1,000 night and joined CBS, while WORD became NBC-Blue's local outlet. WSPA opened its new $50,000 transmitter plant.

Highlights of the festivities, attended by city, State and Army notables, were the reception of President Roosevelt's Jackson Day address and congratulatory messages by remote control from Senator Byrnes and Governor Maybank. Walter Brown, former Washington newspaperman and now part owner and general manager of the stations, presided as toastmaster at the banquet, introducing as speakers A. B. Taylor, president of the licensee Spartanburg Adv. Co., and Donald Russell, director. Other guests included Paul Porter, legal counsel of CBS; Congressmen Hare and Bryson; Mayor T. W. Woodworth; Douglas Featherstone, part-owner of the new WMDF, Greenwood, S. C.; S. S. Wallace Jr., publisher of the *Spartanburg Herald-Journal*, and ranking Army officers from nearby Camp Croft.

NBC and CBS participated in the occasion with special salutory programs and the *Herald-Journal* carried a special eight-page radio supplement on the activities of WSPA and WORD. WSPA operates on 950 kc. and WORD on 1400 kc., employing 250 watts fulltime.

SEIZURE OF SHIPS
WCSC Describes Action of The Coast Guard

ON-THE-SPOT description of the recent seizure of various ships from belligerent nations in American ports, was furnished March 30 by WCSC, Charleston, S. C. Learning that two Italian ships had come within the jurisdiction of the Charleston Coast Guard, WCSC took its portable recording equipment to Coast Guard headquarters and waited 2 hours and 45 minutes for the arrival of 29 interned sailors from the Italian merchant ship, *Clara*. Eight minutes after recording the description, it was placed on the air. Twenty minutes later a traffic jam of 2,000 automobiles engulfed the Coast Guard station.

Florida Revocation Hearings

FCC Commissioner Walker has been designated to conduct hearings on the proposed revocations of the licenses of WTMC, Ocala, Fla., and WDLP, Panama City, Fla., on grounds of "hidden ownership" involving the John H. Perry newspaper interests [BROADCASTING, Jan. 27]. He will hold the Ocala hearing in the postoffice building there April 14, and the Panama City hearing in the county courthouse there April 17.

WGST Hearing in Atlanta

HEARING on the license renewal application of WGST, Atlanta, because of a management contract under which the station is operating, has been set for May 1 in Atlanta, rather than in Washington as originally scheduled. The station is licensed to the Georgia School of Technology, but is operated under lease by a company headed by Sam Pickard, former member of the Radio Commission, and C. H. Calhoun, Atlanta attorney.

Three Great Transcribed Shows

"IN HIS STEPS"

A POWERFUL SUNDAY HALF HOUR

13 Vital, Heart-Throbbing, Human Interest Dramas

"In a world filled with hate, horror, force and brutality, this dramatic serial dedicated to humanity and nobility makes a welcome addition to radio fare."
—Radio Daily.

"THIS THING CALLED LOVE"

A PERFECT "NATURAL" FOR WOMEN

Currently selling Jewelry, Furs, Flowers, Furniture, Frocks, Household Goods, Silver—and can sell anything.

65 FIVE MINUTE CAMEOS

That have all the earmarks of a beautifully produced full length show

THE ADVENTURES OF

PINOCCHIO

THE PERENNIAL JUVENILE CLASSIC

The Proven Listener-Getter That Really Sells Merchandise

39 or 78 fifteen minutes of charming, whimsical, exciting, and spectacular entertainment.

ENDORSED BY WOMENS CLUBS, P. T. A. AND SCHOOL BOARDS

Has successfully sold

BAKERY, BEVERAGES, DAIRIES, DEPARTMENT STORES, CANDY BARS, COOKIES, BREAKFAST FOODS, LADIES' AND CHILDRENS' APPAREL & ETC.

—Write or Wire—

EDWARD SLOMAN PRODUCTIONS

8782 SUNSET BOULEVARD • HOLLYWOOD, CALIFORNIA

I.N.S.--"*TERRIFIC*,"

says WBBM, Chicago

On April 1, radio stations with INS cleaned up on the two biggest news stories of the day—(1) with a smash 30 to 45 minute scoop on the German-Italian demands to the U. S., and (2) with a smash INS beat on the British capture of Asmara.

"The whole thing was terrific," said Tommy Noble, WBBM announcer. "It's a mystery to me how INS could be so far ahead on two stories of such importance. It certainly made my broadcasts today."

INTERNATIONAL NEWS SERVICE

235 East 45th Street New York, N. Y.

In Metropolit
WC
DELIVERS A STR
TO MORE PE
OTHER STATION
CBS . . . FIFTY

tan Cincinnati
CKY
TRONGER SIGNAL
PLOPLE THAN ANY
N....
L. B. Wilson
GRAND IN WATTS

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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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One Year of BMI

JUST A YEAR AGO radio declared its musical independence after having attempted to operate a score of years under a tyrannical ASCAP, constantly seeking more tribute. On April 1 Broadcast Music Inc., radio's answer to ASCAP's untenable demands, observed its first anniversary.

Millions of words about music have been spilled since ASCAP's library just about quit the air Jan. 1. The success of BMI was as meteoric as that of radio itself. ASCAP's dismal failure was a striking example of what happens when the opposition has only a loud voice and a prayer.

There's competition in music now. Eventually there may be a deal with ASCAP to return its music to the air. But it will be reached only after equitable negotiations. Terms can't be dictated any more.

BMI's road to success was not easy. Its executives and its staff deserve fulsome praise for what they have done. A quick appraisal reveals that 14 of the nation's 15 best song sellers bear the BMI imprint. Upwards of 680 stations, representing 95% of the industry's dollar volume, are BMI stockholders, under its cooperative structure. BMI occupies 20,000 square feet of office space, has 300 employes, and holds rights to over 250,000 songs.

Before BMI, unknown songwriters stayed that way because of ASCAP's closed corporate setup. BMI, however, examines all entries and has unearthed several hits in that fashion. Out of 100,000 songs thus submitted, a catalog of some 600 popular numbers has been built. A more equitable royalty basis for writers has been established. The composer of an outstanding hit stands to receive from $1,000 to $1,800 per quarter from BMI under this method.

BMI has made a miraculous record. But the music fight is not yet over. From here on, the broadcasting industry must be cautious, lest it strike the pitfalls that snared ASCAP. Threats to stations which have not yet taken BMI licenses won't help. The approach there is logic and reason. The consent decrees entered into by both BMI and ASCAP, whatever one may feel about the manner of their execution, are on the books. They call for a "use" method of payment, as well as a blanket license arrangement. We wonder whether BMI, continuing the admirable leadership it already has demonstrated, wouldn't be wise to develop its own pay-as-you-play royalty basis *now* rather than await ASCAP's proposition.

Radio Pays Its Way

THE NEEDLESSNESS of the attacks on the radio structure by Washington's little coterie of giant-killers, who seem to be impelled by no better reason than prejudice against bigness and success, is further evidenced by the fact that radio pays its way in taxes. With the Federal tax rates in effect, with excess profits taxes insuring against exorbitant earnings and with defense inevitably requiring even higher taxes, we say again that the FCC should leave well enough alone. Otherwise, it will take the heart out of enterprise and incentive, to the detriment of the public which the FCC presumably represents but which, so far as we are aware, hasn't raised a peep against the status quo in broadcasting.

As an example of radio's contributions to the Federal Treasury, it is interesting to note that out of every three dollars of profit earned by CBS on its 1940 operations, one dollar goes to Uncle Sam in payment of taxes. The network's gross income—and its profits, too, before Federal income and excess profits taxes—went up approximately 20% over 1939. But taxes, Federal income and profit, increased 115%. The result was that, though CBS did a gross business of about $8,000,000 more in 1940 than in 1939, its net profit increased by only about $5,000.

These figures in President Paley's annual report are eloquent testimony not only for that company but for the prosperous upper fringes of the broadcasting industry that they are indeed paying their way so far as the Federal Government is concerned. CBS alone pays $2,425,000 out of its net of $7,431,633 into Uncle Sam's coffers. There is no way of telling what the rest of the industry is paying, but we may be sure it is paying its share.

Let's Tell the World

NO MEDIUM is closer to the public than radio. It entertains and informs the nation during every waking hour. But it tells its audience very little about itself.

People naturally are curious—most of all about backstage glamor. Radio has that sort of appeal, no less than the movies. The public wants to know what makes the wheels go round. They feel they are part of it. They know they are the real censors, because when they don't respond to a particular program, it dies.

Occasionally we have had programs telling radio's inside stories. But, for the most part, they have been spotted at undesirable hours, more or less as sustaining fillers.

An NAB convention is coming up in St. Louis next month. The national defense situation, regulation, copyright and a dozen other developments are to be discussed. All have a bearing on radio's public service. But we haven't seen more than a stick or so in the newspapers, and we don't recall a word about it in the newscasts.

Certainly radio's own body politic is interested. Why not tell them? When the florists or the physicians or the Elks hold a convention, there's advance publicity everywhere. The public's interest is excited.

We do not suggest that stations carry to their listeners pro-industry propaganda. It is elementary, however, that an informed public reaches its own conclusions.

Guestitorial

PROMOTION VS. MERCHANDISING

By HARMAN I. MOSELEY
WWNC, Asheville, N. C.

MERCHANDISING" and "promotion", two words with entirely different meanings, have been taken as synonyms by many broadcasters and agencies. Unfortunately, a great many stations have long made the mistake of speaking about "merchandising" when they have meant "promotion".

"Merchandising" has a rather broad meaning. Its use is more often incorrect than correct. In incorrectly using it, broadcasters paved the way for the grief coming with the requests for unreasonable services from avid advertisers. One of the great needs is a clarification of what "merchandising" and "promotion" mean.

Broadcasters should both promote and merchandise, so long as it is of benefit to them. When properly done they can solve many broadcaster's problems.

To the public, the radio station's merchandise is its program service. It is just as necessary to *sell* the public *on listening* as it is necessary for a manufacturer to sell the public on buying his product. Since merchandising involves the exchange of money it is impossible for a station to "merchandise" its programs to the public. It can *promote* this merchandise; promoting a station is one key to its success.

Promotion can serve to equalize power and market differences between two stations. It is not beyond possibility for a 1,000-watt station in a small market to do a better job than a 50,000-watt station in a larger market.

Many stations with program material inferior to that offered by competitive stations have become the most-listened-to in their area through promotional material that has made the listeners *believe* that they offer them more of what they want. By many this has been called merchandising,—but it's promotion, not merchandising.

Advertisers offering material for stations to use in promoting listener-attention to their programs should be commended instead of condemned. There is no evil in a station placing an advertiser's display material, counter displays, or what-have-you so long as that material serves to build a greater listening audience to the station. The station, of course, should not be expected to do all the work, but there's nothing wrong in working hand-in-hand with an advertiser.

We Pay Our Respects To —

READ HAMILTON WIGHT

IF, IN WRITING his social classic "How to Make Friends and Influence People", Dale Carnegie had sought an epitome of attributes he could have found his man sitting behind the resident manager's desk at the World Broadcasting System, Chicago. There he would have discovered Read Hamilton Wight, who dispenses kindness and attracts friends with a facility that would inspire envy even in Mr. Carnegie.

Wight, the young man with the old smile, has been sitting behind that same desk nearly four years. He joined the Chicago office of WBS as a salesman in its infancy back in 1934 when the staff consisted of five men in a single studio atop the Daily News Bldg. Now, as resident manager—a post he has held since 1937—he heads a staff of more than 30 who work in an imposing building at 301 E. Erie St., owned by WBS and equipped to produce 500 programs a month.

To Read, the happiness of every one of his employes is a personal concern, for he feels that happiness and efficiency go hand in hand. That's why the latchstring of his office door always is out for office boys and producers alike and no problem is too trivial for Wight to discuss with his employes. Herein lies his secret of success—his sincere interest in the welfare of his employes. For a happy staff is a loyal one; and a loyal staff is bound to produce results.

Wight acquired this attribute of making friends and keeping them from an oldtime showman, Nat Roth, onetime company manager for the Shuberts and Ziegfeld. Read's long and close association with things theatrical prepared him for the position he now holds.

His has been a colorful life. Statistically, he was born July 28, 1903, at Waltham, Mass., and unobtrusively made his way through Cambridge Latin School, Cambridge, Mass., and Belmont High School, Belmont, Mass. It was not until he entered Harvard that his romance with the theatre blossomed into life. From that time until his graduation from Harvard in 1926, it was a struggle between the stage and education. Fortunately, between interruptions of various durations he managed to complete his formal education.

He spent summers studying the theatre with the Copley Repertory Company, under the direction of E. E. Clive, famous English actor. Several times his theatrical ambitions overcame his desire for a college education, and he took temporary leave from Harvard to act with the Copley group.

Upon graduating from Harvard, Wight entered the theatre as a full-fledged professional, joining the Matheson Lang Tours, an English company. During the ensuing three years he became a versatile veteran of the stage, journeying from the Atlantic to the Pacific. These theatrical wanderings were climaxed by a season on Broadway with Alison Skipworth and Donald Cook.

As the lure of the footlights dimmed, Read decided to round out his career by learning the managerial side of the show business. So, with his characteristic determination, he went to Nat Roth, one of the topflight company managers of his day, and Roth agreed to tutor him in the "front office" tricks of the theatrical trade. It was during his collaboration with Roth that Wight learned his lessons in the art of dealing with people.

These lessons held Read in good stead when he departed from his theatrical career to join the sales promotion department of the Packard Motor Co., Detroit. Here began several years of wanderings in the business world. He left Packard to become sales manager of The Greenhall Co., a New York brokerage house. Of this job, Read has but one observation: "My office was the best place from which I've ever watched a parade."

But that position collapsed along with a number of banks, and Wight next found himself in the advertising department of Procter & Gamble, Cincinnati. But he was quick to caution that this position wasn't as enviable as it might sound, for actually his job consisted of passing out coupons to homes in Pittsburgh. To Read's dismay, every house he visited in Pittsburgh was built on a hill. So up and down the tedious steps he climbed day in and day out.

Soon he won recognition of a sort, however, for he was made a P & G salesman in Ontario, Canada—a traveling salesman, at that. After seeing Ontario as few men have seen it—through the windows of every grocery in the province—Read returned to Cincinnati and added to his swelling list of accomplishments the mastery of the advertising business. He was trained in the P & G office by such successful men as Ralph Rogan, advertising manager; Neil McElroy, sales promotion manager, and William Ramsey, head of the radio department.

But Read still hadn't "found himself". While enjoying work in the business world, he still had a yen for the stage. So in 1933 he sought to combine the two professions: He joined H. W. Kastor & Sons, Chicago, as radio director. In this position he signed, built and wrote scripts for several programs, establishing his rare versatility as a showman. These programs included the Welch Grape Juice show which featured (and still does) Irene Rich; *You Be the Judge*, sponsored by Clark's Teaberry Gum, and *Eye of Montezuma*, sponsored by Corticelli Silks.

Wight further demonstrated his ingenuity by introducing one-minute transcriptions on a national scale, with Pluto Water sponsoring the first series.

His success at the Kastor office led to a position as salesman with the World Broadcasting System in June, 1934.

Read is too preoccupied with the task of directing WBS duties and keeping his 30-odd helpers happy to engage in any hobbies, although he enjoys an occasional afternoon outdoors, riding or fishing. In 1931 he married Florence Williams, a social worker of Wilkes Barre, Pa., and now there are two little Wights —Judy, 8, and Tony, 1.

Personal NOTES

H. V. AKERBERG, CBS vice-president in charge of station relations, is in California on a business trip conferring with CBS officials at KNX, Hollywood, and KSFO, San Francisco.

C. H. CANAFAX, formerly of WATL, Atlanta, and J. M. Smedley, from WJNO, West Palm Beach, Fla., have joined the sales department of WGAC, Augusta, Ga.

JOHN W. KENDALL, Washington attorney associated with Ben S. Fisher and Charles V. Weyland, has returned to Portland, Ore., to resume general practice of law with Black, Johnson & Kendall. Charles V. Duvall, from Chicago, will replace Mr. Kendall in Washington.

GEORGE WILLIAM ANDERSON Jr., recently director of promotion of KMPC, Los Angeles, and formerly a member of the sales promotion department of CBS, Hollywood, has joined the retail advertising staff of the *New York World-Telegram* in the department store division.

CECIL JACKSON, for eight years account executive of KTAR, Phoenix, resigned April 1 to accept an executive position with International Insurance Co., one of his Arizona Broadcasting Co. accounts. Harold Gates has been named to succeed Jackson with Mark Brown appointed to fill the vacancy made by Gates' advancement.

FRANK CONWELL, program director and salesman of KNOX, Sweetwater, Tex., on April 14 joins KWFT, Wichita Falls, as assistant commercial manager.

A. G. PEARSON, NBC Central Division purchasing agency, has been elected justice of the peace of Deerfield, Ill.

DR. DAVID VANCE GUTHRIE, professor of physics and radio at Louisiana State U. and brother of Fred P. Guthrie, RCA Communications representative in Washington, was one of two alumni elected to membership in Phi Beta Kappa at Washington & Lee U recently.

KEN R. DYKE, NBC sales promotion manager, is preparing his annual spring lecture service on how to promote business through radio advertising. His first booking is April 23 when he will speak on "Radio Broadcasting" before the American Management Assn., at the Hotel Roosevelt, New York, during a session on "Sales and Marketing." June 14, Mr. Dyke will address the Georgia Assn. of Broadcasters on "Sales and Promotion".

JERRY BELCHER, originator of the *Vox Pop* program and several NBC features, has joined the sales and promotion department of KGNC, Amarillo, Tex.

DR. LEON LEVY, president of WCAU, Philadelphia, as Chief Barker of Tent 13 of the Variety Clubs of America, which will hold its national convention in Atlantic City May 17, has appointed the following as members of his convention radio committee: Benedict Gimbel Jr., president, WIP; Arthur Simon, general manager, WPEN; Robert W. Clipp, general manager, WFIL; Stan Lee Broza, program director, WCAU.

WAYMOND RAMSEY, formerly commercial manager of KABC, San Antonio, and prior to that with KOMA, Oklahoma City, KELD, El Dorado, Ark., KARK and KGHI, Little Rock, has been named manager of KFDA, Amarillo, Tex. W. S. Lukenbill, previously program director and sales promotion manager of KOMA, has been appointed production manager of KFDA.

MICHAEL E. KENT, formerly salesman at WJBK, Detroit, has resigned to become sales manager of WJLB, Detroit.

WALTER L. READ, new general manager of KINY, Juneau, Alaska, announces the promotion of Robert Druxman to commercial manager. Leonard Beardsley, formerly of KGA and KFIO, Spokane, has been appointed chief announcer.

BRADLEY R. EIDMAN, program director of WAAF, Chicago, has applied to the FCC for authority to acquire WLAK, Lakeland, Fla., now controlled by the *Tampa Tribune*.

LOUIS RUPPEL, CBS director of publicity, recently returned to New York after a vacation in Palm Springs, Cal., and business conferences in CBS publicity offices throughout the country.

THE HEART OF WLAW 5000 WATTS NEW ENGLAND

IT'S YOUR MOVE!

March 29th was "moving day" for most of the nation's radio stations. But WLAW kept its dial position. Listeners were not confused . . . they turned to the same "680". If you want to move merchandise in the rich "Heart of New England" area let us tell you the story of WLAW. It's YOUR move!

WLAW

LAWRENCE, MASS.

C. B. S. Affiliate

5000 WATTS—DAY and NIGHT

ROBERT R. SOMERVILLE, of the CBS Radio Sales, has been transferred to the CBS sales department, as announced by William C. Gittenger, vice-president in charge of sales. Mr. Somerville, former New York sales manager of Joseph Hershey McGillvra, station representative, has been assigned to adjust network schedules with CBS affiliates.

W. J. BINKLEY has been appointed commercial manager and promotional director of KDTH, Dubuque, Ia.

W. E. WILLIAMS, sales manager of WCBI, Columbus, Miss., has been named to head the Safety Committee of the Columbus Exchange Club.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has been reappointed a member of the advisory committee for the National Youth Administration in North Carolina.

MARGE WARREN, vocalist on WOWO-WGL, Fort Wayne, Ind., and William R. Aldrich, salesman for the Westinghouse stations, were married recently.

RALPH R. BRYAN, formerly manager of KWLK, Longview, Wash., recently joined KVCV, Redding, Cal., as account executive.

JAMES R. CURTIS, president of KFRO, Longview, Tex., has been appointed chairman of the Defense Committee of the Longview Chamber of Commerce.

Newspapermen Take Stock

WOMI, Owensboro, Ky., licensed to the Owensboro Broadcasting Co. as a subsidiary of the Owensboro Publishing Co., was transferred April 2 to L. W. Hager, publisher, W. B. Hager, general manager, and G. M. Fuqua, business manager, of the *Owensboro Messenger* and *Inquirer*. They personally represent 191 out of 200 shares issued, and the consideration was reported to the FCC as $19,100.

Paul Lucas Is Appointed WTIC Production Head

PAUL LUCAS has been appointed production manager of WTIC, Hartford, by Paul Morency, general manager. Coming to radio 12 years ago from the *New Britain Herald* where he worked as a reporter, Lucas is well known to New Englanders for his impersonations of rural comedy characters in the skit *The Wrightville Clarion* which he began writing six years ago. He was also the original Seth Parker on Phillips Lords's *Seth Parker Singing School*.

Mr. Lucas

Other WTIC personnel shifts of WTIC bring Fred Wade, chief announcer and audition supervisor, who came to Hartford from WBZ, Springfield, ten years ago, to the production department with Phil Becker of the announcing staff succeeding Wade.

Mr. Becker

Mr. Wade

Martin Leaves WINX

REGINALD B. MARTIN, since last fall general manager of WINX, Washington, has announced his resignation, effective May 1, to pursue personal business interests. He plans to remain in radio and probably will become identified with a new station project in the East. Prior to joining WINX, which began operation last December, Mr. Martin was general manager of WJNO, West Palm Beach, which he had directed for two years.

STERLING FISHER, CBS director of education, last week spent several days in Washington preparing for the organization of an international advisory committee for the CBS *American School of the Air* programs, to be broadcast this fall to Latin America.

BEHIND the MIKE

JOHN DEERING, Hollywood commentator, signed as narrator on the weekly half-hour CBS *Hollywood Premiere*, sponsored by Lever Bros. Co. (Lifebuoy), collapsed a few minutes before the series made its initial broadcast March 28. Barry Krueger, member of the program's dramatic staff, was pressed into service as substitute. Deering was removed to Good Samaritan hospital, where his condition is reported as very serious.

MARTIN TOBIN, KOA, Denver, announcer-artist, is decorating station executive office walls with sketches of staff personalities. Tobin recently started a series of weekly programs devoted to poetry reading on KOA.

JACQUES FINK and Draper Lewis of the CBS script department have signed with BMI for publication of their first song, "Lonesome".

ROBERT CLARKSON, assistant to William A. Schudt Jr., general manager of the transcription division of Columbia Recording Corp., New York, is the father of a boy, Christoper Robert Clarkson (CRC).

LILLIAN CORSOVER, manager of promotion and publicity on women's programs of WMCA, New York, on April 2 was married to Sol Zatt, reporter of *Billboard* Magazine.

LOIS FROST, formerly of Ward Wheelock Co., New York, and previously secretary and office manager of Virgil Reiter Co., Chicago station representative, on April 14 will become contract manager of WMCA, New York.

LUCEBA VAN DYKE, formerly of WLS, Chicago, and KWJB, Globe, Ariz., has joined KROD, El Paso, where she is conducting *Around Town With Luceba*.

JOHN CANNON, formerly of WHK and WCLE, Cleveland, has joined WBBM-CBS, Chicago, as announcer.

FRANK FLEIGEL, chief of the WBBM-CBS mail department, leaves April 21 for the Army.

DICK NOBLE, formerly of WAVE, Louisville, and Marx Hartman, new to radio, have joined the announcing staff of NBC Central Division, Chicago. Hartman replaces Walter C. Hagen Jr., resigned.

KENT SAUNDERS, head of the WDZ, Tuscola, Ill., continuity department, has been inducted into the Army as a second lieutenant. He will serve two months at Fort Bragg and then go to Camp Croft, Spartanburg, S. C.

WEED AND COMPANY

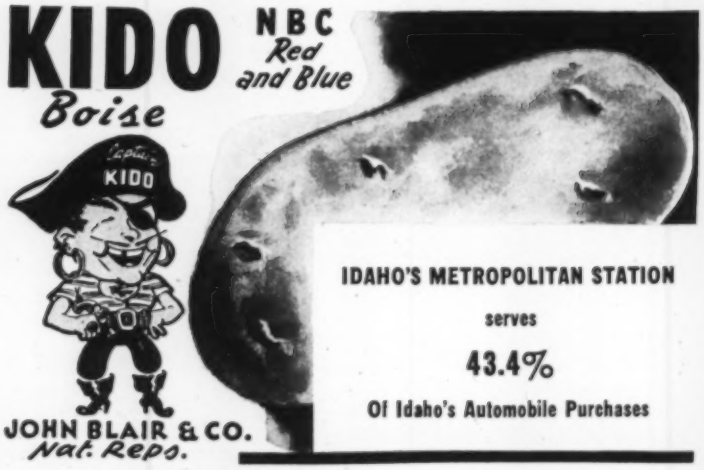
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO

★

RADIO STATION REPRESENTATIVES

KIDO Boise

NBC Red and Blue



IDAHO'S METROPOLITAN STATION

serves

43.4%

Of Idaho's Automobile Purchases

JOHN BLAIR & CO.
Nat. Reps.

ERNEST MOBLEY, formerly manager of KVWC, Vernon, Tex., on March 31 joined Texas State Network announcing staff.

HELEN REIS, publicity writer of WCCO, Minneapolis, resigned and was married to Fred Fredlund in Washington, on April 4. Mary Rennie, of the station publicity department, has taken over Mrs. Fredlund's duties and Betty Carlile, formerly of Montgomery Ward's in St. Paul, joined WCCO April 1 to fill Miss Rennie's job.

MRS. HELEN BURKE, former secretary to Paul Kesten, CBS vice-president, has been made secretary to Jack Field, sales manager of WPTF, Raleigh, N. C. Other WPTF appointments include: Helen Saunders, transferred to the promotional department; Mabel Dixon added to the bookkeeping division; and Hallie Phillips and Bill Stauber, North Carolina U graduate, named to the continuity staff.

UPTON CLOSE, author and Far Eastern newspaper correspondent, on April 6 started a weekly program on NBC-Red, giving his observations on America's position in the Orient. Titled *The Far East*, the series is heard Sundays at 4:15 p.m.

BOB KNOX, announcer of WDAS, Philadelphia, has resigned to join WRAW, Reading, Pa., as night supervisor.

NATHEN FLEISCHER, foreign news commentator of WDAS, Philadelphia, is seriously ill at the Northern Liberties Hospital with a respiratory ailment.

JOE BYARS, chief announcer of WCBI, Columbus, Miss., has been placed in charge of the continuity department.

JACK WALTER ZUIDEVELD, program director of WKZO, Kalamazoo, has resigned to join WMT, Cedar Rapids, Ia., as sports commentator and announcer.

BOB GRAY resigned from the guest relations department of KPO-KGO, San Francisco, to join the California National Guard. Assigned to Headquarters Company of the 159th Infantry, he was the only man of his company to be chosen for attendance at the Army Radio School, Fort Benning, Ga.

BILL ADAMS, farm reporter of KSFO, San Francisco, on April 1 was called to active Army service with a captain's commission and assigned to Camp Callan, Torrey Pines, Cal.

PAT MOODY, formerly of KLZ, Denver, has joined the continuity staff of WOAI, San Antonio.

GIL BAYEK, announcer of WDRC, Hartford, conductor of the *Strictly Swing Club* over that station, has won the first prize of $100 awarded by the Associated Music Publishers for the best lyrics for the song, "My Love Is Gone".

CURT FLOWERS has left WKBZ, Muskegon, Mich., to enter law practice in Chicago.

HARRY FLOWERS, head of the mail department of WBAP-KGKO, Fort Worth, on April 5 married Willore Gallaway, of Fort Worth.

R. W. DUMM, director of special events, KSFO, San Francisco, recently became the father of a boy, his second child.

LEE GOLDSMITH, announcer-writer, formerly of KSAN, San Francisco, has joined KJBS in the same capacity.

JOHN B. HUGHES, Don Lee-Mutual news commentator, San Francisco, plays a small role in the recently released feature movie, "Meet John Doe".

PAT HALVERSON, formerly with WJDX, Jackson, Miss., and prior to that on the announcing staff of WHO and KSO, Des Moines, has joined KGNC, Amarillo, Tex.

GORDON WEBBER of the magazine and feature section of NBC's press department, on March 31 transferred to NBC Radio-Recording division to handle script-writing and production.

HAL TOTTEN for the seventh consecutive year will be sponsored by the Texas Co., New York, on all home baseball games of the Chicago Cubs and White Sox teams in 1941 over WCFL, Chicago.

WALTER COMPTON, MBS presidential announcer and newscaster of WOL, Washington, is the father of a boy born March 20.

VINCENT WILBER, formerly with the *Tulsa Evening Tribune*, joined the continuity department of KTUL, Tulsa, three days before he was called into active duty as a first lieutenant in the Air Corps April 1.

RUSS BRINKLEY, of WHP, Harrisburg, Pa., is author of an article in the April 1 issue of *National Aeronautics*. Brinkley, aviation editor of WHP, will also write for other trade magazines this spring and is completing a book to be published this summer.

EDWARD TAIT, formerly of KMPC, Beverly Hills, and KFWB, Los Angeles, has been appointed to the announcing staff of KFRO, Longview, Tex., replacing Earle Guye, who was called into Army service.

MEREDITH WILLSON, Hollywood musical director of the NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., in collaboration with Wilbur Hall, has written a new composition, "Hymn to San Francisco".

HOWARD RHINES, KMPC, Beverly Hills, Cal., announcer, has been inducted into the Army. His duties have been taken over by Lou Houston, continuity editor, who is assisted by Carol Knight.

CURTIS BUTLER and Melvin Vittum, both from KRLC, Lewiston, Ida., have joined the announcing staff of KGMB, Honolulu.

DONALD ROSE, announcer-librarian of KGMB, Honolulu, was inducted into military service March 25.

MYRNA BAY, of NBC-Hollywood music clearance department, and Al Cumparte, of Jewel Music Publishing Co., Los Angeles, were married March 28 in Yuma, Ariz.

JOHN KING, of NBC-Hollywood guest relations staff, has resigned to join the Army.

WOODY HATTIC, agricultural director of WWL, New Orleans, served as m. c. at the annual Louisiana State U rodeo and livestock show in Baton Rouge April 2-5.

FRANCES THOMPSON has joined CKCL, Toronto, to conduct a woman's morning program. Formerly with MacLaren Adv. Co., Toronto, as cooking school specialist, she has been in Australia in recent years, returning to Canada since the outbreak of war.

DON KEARNEY has resigned as publicity director of WFAS, White Plains, N. Y., to join the announcing staff of WAGE, Syracuse.

Miss Marguerite Sharpe was recently selected by a national magazine as a representative Washington Worker of Uncle Sam. Miss Sharpe, typical of the thousands of young women who work in the Government, depends upon her radio for entertainment, war news (she has a brother in the Navy) and information about merchandise. U. S. Payroll in Washington is now $20,000,000 every two weeks. Miss Sharpe and all the other thousands of Federal Workers help make Washington the best market in the U. S. today. The best way for you to reach it is through WRC — the station most people listen to most — of the National Broadcasting Company. Ask any NBC Spot Sales Office in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

New York Bill Affects Child Radio Performing

FIRST specific mention of radio in a New York State child labor law is contained in a bill introduced into the State Assembly by Harold B. Ehrlich (R-Buffalo). Measure is designed to amend the education, penal and labor laws to transfer jurisdiction over the employment of children under 16 from civic to educational authorities.

Following conferences with radio attorneys, Mr. Ehrlich has redrafted the radio sections to permit, without formal authorization, the participation of a child "for not longer than two hours a week" in radio programs where the performance is non-professional and occurs outside school hours.

Fire Destroys KGIW

Fire completely destroyed the transmitter and studios of KGIW, Alamosa, Col., March 22, leaving only the antenna tower standing. The station is owned by E. P. Allen, formerly of Kansas City. New Gates-American equipment was immediately ordered to replace the composite transmitter which was destroyed.

Krueger Changes

G. H. CROFTON, president and advertising manager of Krueger Beverage Co., Newark, has resigned. Hugo Boepple Jr., formerly vice-president and treasurer, has been elected president, and Arthur Culbertson, general sales manager, vice-president and advertising director.

IT ALWAYS WORKS!

Like Flossie, the flapjack flipper, WDBJ has a way of drawing the crowds in Roanoke and southwest Virginia! For one thing, WDBJ is the only source for CBS programs hereabouts! For another, we're the only station with sufficient power to reach *all* the 309,160 radio *families* in the territory. So we're merely stating a fact when we say: If you want Roanoke and southwest Virginia (which defense and industrial expansion contracts are enriching by more than $100,000,000), *only* WDBJ can get it *all* for you! When shall we start?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, Inc. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 960 Kc.

Meet the LADIES

RUTH FRANKLIN CRANE

IN HER dual role as director of women's activities and commercial editor of WJR, Detroit, Ruth Franklin Crane has for 12 years been one of its most active members, off the air and on. As Mrs. Page she conducts homemaker programs daily, advising listeners what to buy, what to wear and what to do in their spare time. In her spare time she talks to local clubs and groups, telling the radio story and creating interest in daytime programs. As Miss Crane she has supervision of commercial continuity used on WJR and handles sales-service matters with advertisers.

NEW PIECE, "Just Plain Love", written by Henry Hull Jr., former NBC page boy now with N. W. Ayer & Son, New York, was given its premiere April 3 on the NBC Blue *Who's Blue* program by Irving Miller's orchestra.

EDWARD G. ROBINSON, star of the Lever *Big Town* program on CBS, has received a scroll from the American Academy of Public Affairs for his "outstanding contribution to Americanism through his radio program."

Helen Mobberly Named To Sales Manager Post At WWDC, Washington

APPOINTMENT of Helen Mobberley, former commercial manager of WINX, Washington, as sales manager of the new WWDC, Washington, was announced last Friday by Edwin M. Spence, general manager.

The new Washington station, second to go into operation in the capital during the last six months, will take the air this month, Mr. Spence said. The staff is about complete, with Norman Reed, former manager of WPG and WBAB, Atlantic City, as program director. Mrs. Mobberley, prior to joining WINX, had been with the sales department of WRC-WMAL, Washington.

WWDC, operating with a main transmitter in downtown Washington and a 100-watt booster in nearby Maryland, is owned by the Capital Broadcasting Co., the stockholders of which are Stanley Horner, auto distributor; Dyke Cullom, formerly of Amarillo, Tex., and Mr. Spence. The station will operate on 1450 kc. with 250 watts for its main transmitter.

Ohio Group Elects

WARREN P. WILLIAMSON Jr. of WKBN, Youngstown, has been elected president of the Ohio Assn. of Broadcasters, succeeding Vernon H. Pribble of WTAM, Cleveland. Other officers elected at the recent annual meeting include Hulbert Taft Jr., WKRC, vice-president; George Young, WSPD, Toledo, secretary-treasurer, and B. A. Manring of Columbus, executive secretary. The meeting included discussion on matters of State Taxes Insurance, with addresses by Dorothy Moore Lewis on children's programs, and Carl Haverlin of BMI on the music situation. Forty-three broadcasters representing 20 stations attended the all day session.

Mr. Williamson

5000 Watts Day — 1000 Watts Night

THE CAROLINAS' BEST FREQUENCY

NBC RED

WIS 560kc

FORT JACKSON'S 40,000 MEN WITHIN 5 MILES

FREE & PETERS, Inc. NATIONAL REPRESENTATIVES

COLUMBIA, S.C.

Reinsch Named to Direct All Three Cox Stations

J. LEONARD REINSCH, who was transferred to Atlanta after former Gov. James M. Cox acquired WSB and the *Atlanta Journal*, has been appointed director of the three Cox radio stations — WHIO, Dayton; WIOD, Miami, and WSB. This was announced April 1 by James M. Cox Jr., son of the publisher of the *Dayton News*, *Miami News* and *Atlanta Journal*.

Mr. Reinsch

Mr. Reinsch, now on a business tour of the Dayton and Miami stations, will continue to headquarter in Atlanta, in charge of WSB, but during his absences John Outler Jr. will be in charge of that station. Each station will continue to operate as a separate entity, with James LeGate as general manager of WHIO and Arch Robb as general manager of WIOD.

NEW FIRM STARTED BY LEYSHON, SADLER

HAL LEYSHON, formerly vice-president and manager of WIOD, Miami, and Howe Sadler, formerly public relations director of Budd Mfg. Co., Philadelphia, announce formation of Leyshon-Sadler Inc., public relations, with offices at 9 Rockefeller Plaza, New York, and the Ingraham Bldg., Miami.

Mr. Leyshon took over active direction of WIOD soon after its acquisition by former Gov. James M. Cox of Ohio as an addition to his *Miami Daily News*. Mr. Leyshon was also editor of the newspaper but devoted considerable time to the development of the radio property. He has been with the Cox newspaper in Miami for the last 16 years, the last ten as editor. In 1938 the paper, under his editorship, was awarded the Pulitzer Prize for "the most disinterested and meritorious public service rendered by an American newspaper".

Mr. Sadler, formerly of the Associated Press, the *Louisville Courier-Journal*, and N. W. Ayer & Son, for the last five years has been public relations director of Budd and is an authority on transportation promotion.

YANKEE'S NEWSPAPER TIEUP

Paper and Network Join in Mutual Effort to Sell One Another's Facilities

LATEST merchandising development in New England is a radio-newspaper advertising package devised by John Shepard 3d, president of Yankee and Colonial networks, and Robert B. Choate, assistant general manager of the *Boston Herald-Traveler*. The general idea of the two-media arrangement is to create more listeners for participating stations and more readers for the *Herald-Traveler* Sunday feature, "The Good Sport Page," edited by Margaret Ford.

Under the plan, arranged by Linus Travers, Yankee vice-president in charge of sales and promotion, Miss Ford will be featured on a radio program produced by the network. Advertisers on the program also will take space in the paper in connection with the program.

With WNAC or WAAB, Yankee and Colonial keys in Boston, airing the program to start, it is planned to expand the show through one of the networks. The newspaper page will be made available to the advertisers for syndication in markets outside Boston. The venture marks the first time space has been sold in connection with the newspaper feature.

The plan is not a package deal in the usual sense of the word, since it is based on the published rate cards of the newspaper and participating stations. The local and national sales forces of both newspaper and the network will cooperate in selling space on the page and on the air, and prospective advertisers are approved by both the network and newspaper managements before they are approached.

The basic plan is to sell a specified amount of lineage in the *Herald-Traveler* and its equivalent in radio time, with this minimum prevailing whether the radio feature is sold as a half-hour unit or two or three quarter-hour programs. If markets outside Boston are to be covered, the advertiser may purchase syndication rights for the newspaper page, placing it according to his own plan.

With the new plan underway, it is understood other *Herald-Traveler* features may be tied in with radio. Also to be considered is a plan to adapt a going radio feature to newspaper use, with the paper carrying the feature for which advertising space would be sold by a radio-newspaper sales force.

ALICE FROST, star of *Big Sister*, serial program sponsored on CBS by Lever Bros. Co., Cambridge, for Rinso, was chosen the "best-dressed woman in radio" by the Fashion Academy which announced its 1941 list of the nation's "best-dressed" women on an exclusive CBS broadcast March 22.

Don't Forget

TO INCLUDE KFYR IN THE NEXT SCHEDULE. IT MEANS MONEY IN YOUR POCKET.

•

Let us sell your story

NBC Affiliate
550 Kilocycles

KFYR

5000 Watts Day
1000 Watts Night

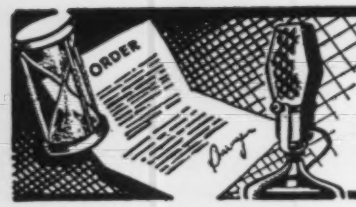
Meyer Broadcasting Company
Bismarck, N. Dakota

Ask any John Blair Man

FM

with *Simplified* CIRCUIT DESIGN

GENERAL ELECTRIC



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WPTF, Raleigh

Nehi Corp., Columbus, S. C. (Royal Crown Cola), 78 *t*, thru BBDO, N. Y.
National Toilet Co., New York (Nadinola cosmetics), 5 *sa* weekly, thru Roche, Williams & Cunnyngham, Chicago.
General Foods Corp., New York (Grape-Nuts), 5 *t* weekly, thru Young & Rubicam, N. Y.
Castleberry's Food Co., Augusta, Ga. (Chili Con Carne), 19 *sa* weekly, thru Nachham-Rhodes Agency, Augusta.
Dr. Pepper Bottling Company, Dallas (beverage), 39 *t*, thru Benton & Bowles, N. Y.
O'Cedar Corp., Chicago, 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Emerson Drug Co., Baltimore (Bromo-Seltzer), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Skinner Mfg. Co., Omaha (Raisin-Bran), 5 *ta* weekly, thru Ferry Hanley Co., Kansas City.
Society Club Hats, New York, 5 *sa*, thru Gussow, Kahn & Co., New York.

WMAQ, Chicago

Royal Crown Bottling Co., Chicago (Royal Crown Cola), 3 *t* weekly, 26 weeks, thru BBDO, N. Y.
O. M. Scott & Sons Co., Marysville, O. (Scott's seed & turf builder), 4 *sa*, thru Jay H. Maish Co., Marion, O.
Quaker State Oil Refining Corp., Oil City, Pa. (motor oils), 3 *ta*, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Blackstone Products Co., New York (Aspertane), 3 *sp* weekly, thru Raymond Spector Co., N. Y.

WJJD, Chicago

Life Savers Inc., Chester, N. Y. (candy mints), 7 *ta* weekly, 26 weeks, thru Young & Rubicam, N. Y.
Garfield Tea Co., Brooklyn (Headache Powders), 3 *sa* weekly, 13 weeks, thru Jasper, Lynch & Fishel, N. Y.
Mason, Au & Magenheimer Confectionery Mfg. Co., Brooklyn (candy bars), 12 *sa* weekly, 13 weeks, thru Applied Merchandising Inc.

WEDC, Chicago

Princess Pat Ltd., Chicago (Lip Tone), 20 *sa* weekly, 13 weeks, thru Frank R. Steel & Assoc., Chicago.
Gardner Nurseries, Osage, Ia. (plants), 20 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

WLS, Chicago

Perfection Stove Co., Cleveland, 3 *sa* weekly, 13 weeks, thru McCann-Erickson, Cleveland.
Knox Gelatine Co., Johnstown, N. Y., 3 *so* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WENR, Chicago

O. M. Scott & Sons Co., Marysville, O. (Scott's Seed & Turf builder), 8 *sa*, thru Jay H. Maish Co., Marion, O.
Kellogg Co., Battle Creek, Mich. (Pep). 5 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WGN, Chicago

Church & Dwight, New York (baking soda), 6 *t* weekly, 52 weeks, thru Brooke, Smith, French & Dorrance, N. Y.
Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), 3 *sp*, thru Ruthrauff & Ryan, N. Y.

WIND, Gary, Ind.

Gordon Baking Co., New York (Silvercup Bread), 6 *t* weekly, 23 weeks, thru Barton A. Stebbins Co., N. Y.
Ex-Lax Inc., Brooklyn, 12 *ta* weekly, 26 weeks, thru Joseph Katz Co., N. Y.

WBBM, Chicago

Allen B. Wrisley Co., Chicago (Olivilo Soap), 6 *sa* weekly, 13 weeks, thru J. R. Hamilton Adv. Agency, Chicago.
Musterole Co., Cleveland, 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.

WBT, Charlotte, N. C.

American Chicle Co., Long Island City, 6 *sa* weekly, thru Badger, Browning & Hershey, N. Y.
Kellogg Co., Battle Creek (corn flakes), 14 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Larus & Bros., Richmond, 5 *sp* weekly, thru Warwick & Legler, N. Y.
Associated Labs., Long Island City (Kelpamalt), thru Benson & Dall, Chicago.
Bayer-Semesan Co., Wilmington, Del. (Cereson), 6 *sa* weekly, thru Thompson-Koch, Cincinnati.
Phillips Packing Co., Cambridge, Md. (food), 7 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
National Toilet Co., Paris, Tenn. (cosmetics), 5 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Kellogg Co., Battle Creek (Pep), 9 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

KGMB-KHBC, Honolulu-Hilo

Regal Amber Brewing Co., San Francisco, *sa* daily, thru M. E. Harlan Adv. Agency, San Francisco.
Nehi Beverage Co., New York, 3 *t* weekly, thru BBDO, N. Y.
Carnation Co., Milwaukee (evaporated milk), 2 *t* weekly, thru Mellen Associates, Honolulu.
Albers Brothers Milling Co., San Francisco, 5 *sa* weekly, thru Mellen Associates, Honolulu.
Lever Bros. Co., Cambridge, Mass. (Spry, Lifebuoy), 5 *t* weekly, *t* weekly, thru National Export Adv. Service, N. Y.

WOR, New York

North American Accident Insurance Co., Newark, 4 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.
Blue Moon Foods Inc., Thorp., Wis., 5 *sp* weekly, direct.
L. E. Waterman Co., New York (pens and pencils), 5 *sp* weekly, thru Charles Dallas Reach Co., Newark.

KDYL, Salt Lake City

White Labs., New York, 100 *sa*, thru H. W. Kastor & Sons, N. Y.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 4 *sa* weekly, thru Ralph Moore Inc., St. Louis.
Kellogg Co., Battle Creek, 130 *sa*, thru Kenyon & Eckhardt, N. Y.

WEAF, New York

Kirkman & Sons, Brooklyn, N. Y. (soap), 5 *sp* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.
S. B. Thomas Inc., Long Island City, N. Y. (Protein Bread and English Muffins), 3 *sp* weekly, 13 weeks, thru Merrill Anderson Co., N. Y.

WCBI, Columbus, Miss.

BC Remedy Co., Durham, N. C. (proprietary), 365 *ta*, thru Harvey-Massengale Co., Durham.
Faultless Starch Co., Kansas City, 300 *ta*, thru Ferry-Hanly Co., Kansas City.

WMCA, New York

Crawford Clothes, New York (men's clothes), 30 *sp* weekly, 2 weeks, thru Al Paul Lefton Co., N. Y.
American Cigarette & Cigar Co., New York (Pall Malls), 36 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

WTMJ, Milwaukee

Corn Products Refining Co., New York (Zuma), *sp* series, thru C. L. Miller Co., N. Y.
Fitzpatrick Bros., Chicago (Kitchen Klenzer), 52 *sa*, thru Arthur Meyerhoff & Co., Chicago.
General Foods Corp., New York (Post Toasties), 5 *sp* daily, thru Benton & Bowles, N. Y.
Wilson & Co., Chicago (Ideal dog food), daily *sp*, thru U. S. Adv. Corp., Chicago.
Curtiss Candy Co., Chicago, 156 *sa*, thru C. L. Miller Co., N. Y.

KHJ, Los Angeles

Safeway Stores, Oakland (grocery chain), 12 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Bank of America, San Francisco (savings & investments), weekly *sa*, thru Chas. R. Stuart, San Francisco.
U. S. Steamship Lines, New York, 4 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Union Pacific Railroad, Omaha (transportation), 3 *sa* weekly, thru Caples Co., Los Angeles.

WGAR, Cleveland

Society for Savings, New York (banking service), 7 *sa* weekly, thru Merrill Anderson Agency, N. Y.
Nu-Namel Corp., Cleveland, 8 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Hulman & Co., Terre Haute (Clabber Girl baking powder), 3 *sa* weekly, thru Pollyea Adv. Agency, Terre Haute.
Ellis Sales Co., Pittsburgh, 2 *sa* weekly, thru Smith, Hoffman & Smith, Pittsburgh.

KECA, Los Angeles

Golden State Co., San Francisco (dairy products), 5 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Shell Oil Co., San Francisco (gasoline), 13 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Safeway Stores Inc., Oakland (chain grocery), 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

KNX, Hollywood

Haas-Baruch & Co., Los Angeles (Iris coffee), 35 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
McMahan Furniture Co., Santa Monica, Cal. (retail chain), 6 *sp* weekly, thru Ad Carpenter Adv. Agency, Santa Monica.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 13 *sa*, thru Henri, Durst & McDonald, Chicago.

KGO, San Francisco

Safeway Stores, Oakland, Cal. (Kitchen Kraft Flour), 20 *sa*, thru J. Walter Thompson Co., San Francisco.
Walker Remedy Co., Waterloo, Ia. (Walker remedies), 6 *sa* weekly, thru Weston-Barnett, Waterloo.
Shell Oil Co., San Francisco (Solutized gasoline), 6 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

WFIL, Philadelphia

Doyle Packing Co., Newark (canned goods), 5 *sp* weekly, thru H. M. Alexander & Associates, N. Y.

Z NET, THREE STATIONS FOR THE PRICE OF ONE

Z NET—Box 1956—Butte, Montana

HANDELSMAN OPENS OFFICE IN CHICAGO

HENRY J. HANDELSMAN Jr. Inc., national advertising agency, has announced the closing of its Wheeling office and the opening of headquarters in Chicago. Representatives will be maintained in Toledo and Lima, O., but all contracts will be placed through the Chicago office at 139 N. Clark St. Telephone number is Central 3720. The agency deals primarily in radio. William Mezger, at one-time with WMBD, Peoria, Ill., and more recently an announcer and continuity writer of WJBK, Detroit, has been named radio director.

Among radio accounts currently placed is Monarch Mfg. Co., Chicago (Packard cameras), which will use announcements and programs on 85 or 90 stations when the list is completed. The following stations and schedules have been set: WDZ, Tuscola, Ill., 14 participation announcements weekly; WSAZ, Huntington, W. Va., 14 quarter-hour talent shows weekly; WCBS, Springfield, Ill., 14 participation announcements weekly; KROW, Oakland, Cal., thrice-weekly five-minute recorded musical programs; XERA, Villa Acuna, Mexico, to start twice-weekly five-minute live programs on April 15. All contracts are for 13 weeks.

Mint-Kist Co., Coshocton, O. (mint-flavored mineral oil), will start a test campaign within the next few months.

Another phase of the work of this agency is the handling of special community programs. Stations on which these are being placed are WSPD, Toledo; WLOK, Lima, O., WMMN, Fairmont, W. Va.; WHIZ, Zanesville, O.; WWVA, Wheeling. The *Night Owl* program, broadcast from 12 midnight to 6 a.m. on WJBK, Detroit, is sold on a participation basis.

Cudahy Campaign

CUDAHY PACKING Co., Chicago (Puritan Ham), selected 37 stations for a five-day Easter campaign April 7-11 using a varying schedule of two to five-daily one-minute live announcements, transcribed and live chain break announcements. Stations include WTIC KSTP KOA KDYL WDAF WOW KFH WRC WIOD WQAM WSB WGST KWKH WMC WREC WJAS WCAE WMRO WCBS WCLS WMBD WWL WFMJ WCSH KARK KLRA WSFA WCOV WGBI WCOA WAPO WDOD WSGN WBRC WDBO WLOF WJAR. Agency is Erwin, Wasey & Co., Chicago.

Armour Poultry Spots

ARMOUR & Co., Chicago (Cloverbloom poultry), on April 1 started a six-week campaign of 15 to 20 one-minute announcements and chain breaks on WBEN and WEBR, Buffalo. Similar schedule on five stations [BROADCASTING, Feb. 17] in that section expired March 29. The continuation, according to the agency, is for "territorial coverage" and other stations may be used at the end of the current contracts. Product is comparatively new on the market. Agency is Lord & Thomas, Chicago.

Radio Advertisers

WITH TWO MORE Twin City department stores signing for programs on KSTP, the station's general sales manager, Ray C. Jenkins, claims a record. New ones signed are Boutell's, Minneapolis, three-a-week 15-minute *Boutell's Star Reporter*; Powers, of Minneapolis, five-a-week 15-minute *Power's Daily Calendar*. Seven others are on KSTP: Schunemann's, St. Paul; Weyand's, St. Paul; Golden Rule, St. Paul; Montgomery Ward; Sears Roebuck.

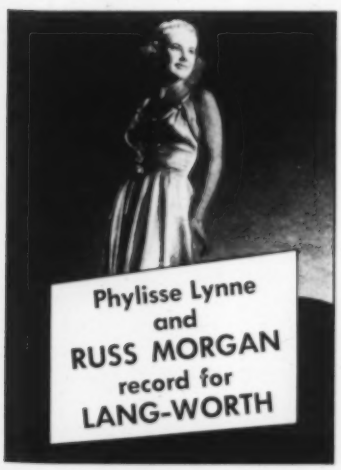
EARL CARROLL Theatre-Restaurant, Hollywood, on March 24 started participation six times weekly in the midnight *Rhapsody in Wax*, on KHJ, Los Angeles, and thrice-weekly participation in Al Jarvis' *Make Believe Ballroom* on KFWB, Hollywood. Agency is Theodore B. Creamer, Los Angeles. Firm is also sponsoring, through Western Adv. Agency, that city, six weekly participations in the combined *Sunrise Salute* and *Housewives Protective League*, on KNX, Hollywood.

CALIFORNIA MILLING Corp., Los Angeles (Ace-Hi flour), new to radio, as part of a year's rotating radio campaign, in mid-March started twice-weekly participation in *Agnes White's California Home* on KFI, that city. Contract is for 13 weeks. Firm has contracted for similar participation in the Mutual network's commentary program, *Fulton Lewis jr.*, on KHJ, that city, starting June 8 for 13 weeks. Participation in other programs during the 52 weeks campaign is also planned. Agency is Theodore B. Creamer Adv., Los Angeles.

BERGHOFF BREWING Corp., Fort Wayne, on April 1 started six-weekly quarter-hour news broadcasts on WOWO, same city. Firm on March 17 and 24 started five-weekly one-minute live announcements on WXYZ, Detroit, and WHBF, Rock Island, Ill. Contracts are indefinite. Agency is L. W. Ramsey Co., Chicago.

COLGATE-PALMOLIVE PEET Co., Toronto (Supersuds), has added CFCF, Montreal, and CFCY, Charlottetown, for the six weekly newscasts now carried on 29 stations in Canada. L. J. Haegenty & Associates, Toronto, handles the account.

AXTON-FISHER TOBACCO Co., Louisville (Himyar tobacco), on March 31 started sponsoring *Today's Baseball* on WHN, New York, nightly quarter-hour dramatizations of the game highlights conducted for the fifth consecutive year by Bert Lee, sportscaster of WHN. Until the season starts, Lee will describe pre-season games. Agency is Weiss & Geller, New York.



BELL TELEPHONE Co. of Canada, Montreal (Yellow Directory Pages) has started a series of minute transcribed spot announcements on CFRB and CKCL, Toronto; CFCF and CKAC, Montreal. Account was placed by Lord & Thomas of Canada Ltd., Montreal.

KENDALL FOODS Inc., Los Angeles (dog food), new to radio, on March 25 started thrice-weekly 100-word announcements on KHJ, that city. Contract is for 10 weeks. Agency is Scholts Adv. Service, Los Angeles.

E. & S. CURRIE Ltd., Toronto (Tootal-Croydon cravats) on April 3 started daily spot announcements on 32 Canadian stations. Account was placed by Norris-Patterson, Toronto.

ORANGE CRUSH Ltd., Toronto (soft drink), has started spot announcement thrice-weekly on CFRB, Toronto. Account was placed by J. Walter Thompson Co., Toronto.

FIVE times weekly serial *Vic & Sade*, currently heard on NBC-Red at 3:45 p.m. under sponsorship of Procter & Gamble Co., Cincinnati, for Crisco, has been heard on WOR, New York, via transcription, at 8:30 a.m. since March 31. Agency is Compton Adv., New York.

Going Up!

AN UNUSUAL bit of sponsorship has been signed by WDRC, Hartford, with Hartford-Connecticut Trust Co. in connection with the dedication April 8 of a new elevator in its 16-story building. The bank will sponsor 15 minutes from the moving elevator with descriptives and interviews conducted by Ray Barrett.

BURLINGTON TRAILWAYS, Chicago (bus travel), on April 8 starts a thrice-weekly five-minute *Musical Clock* program on WBBM, Chicago. Agency is Reincke-Ellis-Younggreen & Finn, Chicago.

JOY CANDY Co., Chicago (chain), on March 27 and April 7 started a varying schedule of 50-word announcements on WIND, Gary, Ind., WJJD, WAAF, Chicago, WROK, Rockford and WCLS, Joliet, Ill. Contracts are from one to three weeks. Agency is Malcolm-Howard Adv. Agency, Chicago.

FOR THE FIRST time in the history of WLTH, New York, all its Jewish programs are sold out, representing a total of 15 hours weekly and a 150% increase over last year. The station reports the following clients awaiting time: Gulden's Mustard; B. C. Headache Powders; Coca-Cola Bottling Co.; Wrigley's Chewing Gum; Buchman-Silberman Wines; Joe & Paul Clothiers; Morris Plan Bank; Manischewitz Wine; Rabinovitch Furniture; Tre-Mark Shoes and Trebitz shoes; Goneles-Lenger Wine; Astor Coffee; Ehlers Coffee; Levy Matzos; Hammers Beverages; Weinbergers Matzos; Central Plaza Caterers; Milk White Shoe Whitener; Goodman Matzos; Julius Grossman shoes; Claradon Hotel; Fischer Carpets; Public Theatre; Gesco Floor Wax.

Hudnut Plans

MARY ASTOR, film actress, has been signed as m.c. of the weekly half-hour *Hollywood Showcase*, which starts April 1 under sponsorship of Richard Hudnut Inc. (cosmetics), on 8 CBS West Coast stations, Tues., 9:30-10 p.m. (PST). Russ Johnston, CBS Pacific Coast network program director, will produce, under direction of Mann Holiner, Hollywood manager of Benton & Bowles, agency servicing the account.

The Best Producer in Texas!

San Antonio is headquarters for the vast South Texas oil area, where wells produced more than $166,000,000.00 in "black gold" last year—and where new oil territory is being "proved up" from month to month.

San Antonio is also headquarters for Station WOAI—the most powerful advertising influence in the Southwest. Advertisers in this rich market unerringly place their schedules with WOAI, because of its established reputation as the best producer in Texas.

WOAI San Antonio
50,000 WATTS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC
MEMBER TQN

WHAS
50,000 WATTS
LOUISVILLE
CBS

Merchandising & Promotion

Cash and Hooks—No Dues at All—Some Superkids—Little Soldiers—Books for Soap

SEASIDE OIL Co., Santa Barbara, Cal., occasional user of spot radio, on April 13 starts for 52 weeks, the weekly audience participation *Spelling Bee Liner* on 6 CBS West Coast stations (KNX KARM KROY KSFO KOY KTUC), Sunday, 5:30-5:55 p.m. (PST). Formerly sponsored by Los Angeles Soap Co. (Sierra Pine soap), and more recently a CBS Pacific Coast sustaining feature, the program will present eight contestants each week, with Tom Breneman as m.c., and Art Gilman announcing. Paul Pierce will produce.

Contestants are to compete for $25 in cash each week, with a similar sum awarded to those sending in the best list of words used on the program. Admission to the show will be by tickets obtained through Seaside dealers.

Several merchandising "hooks" are being worked out and the series will be supported by an extensive promotional campaign which includes banner streamers, window cards and A-boards at all Seaside service stations. Firm will roadshow the program to stimulate dealer interest. As added stimulant, dealer meetings will also be held in various communities on the opening day of the series, so that company employes and service station operators can hear the program. Agency is The McCarty Co., Los Angeles, with W. W. Mann, account executive.

* * *

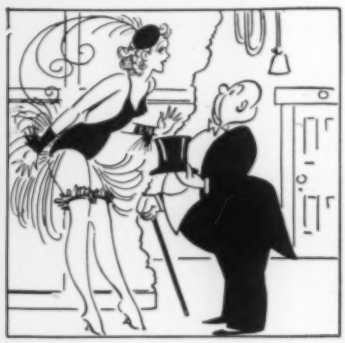
Treasure Hunt

NATIONWIDE treasure hunt with listeners sending in requests as well as supplying strange or unusual objects with a story behind them is the theme of *Gold Is Where You Find It*, CBS Saturday half-hour. The greater the novelty of the request, the greater the reward.

* * *

Morning Club

CLUB WITH NO DUES with the motto "keep happy" has been formed for listeners of KLZ's 5-6 a.m. program. In a recent contest to select a name, prize of a huge cake donated by a local baker, went to a night watchman who submitted *Dawn Busters.*



"Since WFDF Flint Michigan went to a kilowatt on 910 I've thrown out all my etchings."

Superkids

MODEL BAKING Co., Tacoma (Snowhite bread), sponsoring the thrice-weekly quarter-hour transcribed adventure serial *Superman* on KMO, that city, as promotion staged a special free theatre party for juvenile followers of the program. A total of five announcements was made by the station over a 12-day period. More than 2,000 youngsters jammed Hamrick's Temple Theatre. Besides being enrolled as Supermen of America Club members, each was given a Gyro-plane and a Superman strip magazine.

* * *

Toy Soldiers

KTSM, El Paso, is distributing to the trade small lead soldiers carrying traveling bags and calling attention to the 18,081 soldiers stationed in El Paso, at Fort Bliss now and the expected increase to 30,000 before long. Reminder is made that KTSM, NBC outlet to the Southwest, will make no increase in its rates.

Soap Books

GEARED to appeal to both adults and children, Los Angeles Soap Co., Los Angeles (White King and Sierra Pine soaps), on its five-weekly quarter-hour program, *Knox Manning, News*, on 6 CBS Pacific Coast stations, Monday through Friday, 2:30-2:45 p.m. (PST), as promotion is offering a list of 44 cloth-bound books. Ranging from classics to practical hints on earning money, the volumes are obtainable through the White King Book Club at 20 to 70 cents each, plus a boxtop.

BROCHURES

WBAL, Baltimore — Blue-and-silver 12-page file-size booklet "A Preview of The New WBAL" promoting station's coverage on 50,000 watts.

KWK, St. Louis—Thirty-page booklet containing 200 pictures of local and MBS personalities, studio and transmitter.

WLOL, Minneapolis-St. Paul — Pictorial booklet of the station's personnel and activities.

WAKR, Akron—Pictorial booklet with literature of the station's personnel and activities.

WAOV, Vincennes, Ind. — Pictorial summary of personnel, activities, and programs.

BALTIMORE INSTITUTIONS:

JOHNS HOPKINS HOSPITAL

Most famous medical center in the United States

and

WFBR

Maryland's Pioneer Broadcast Station

Because WFBR has always been operated in the public interest and with a sense of civic consciousness, it is respected by Baltimoreans as a Baltimore institution. That public acceptance gives more "pull" to your radio advertising when you use WFBR.

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.

Agencies

DANA JONES, president of Dana Jones Co., Los Angeles agency, has been elected chairman of Southern California Chapter of the American Assn. of Advertising Agencies. Jack Smalley, Hollywood manager of BBDO, has been elected vice-chairman with Hiram E. Cassidy, executive of the McCarty Co., Los Angeles, secretary-treasurer. Along with John Weiser, Los Angeles vice-president and manager of Botsford, Constantine & Gardner, Smalley and Cassidy have been made members of the board of governors. They replace Don Belding, vice-president of Lord & Thomas. Fred Meyer of Dan B. Miner Co., and H. A. Stebbins of Erwin, Wasey & Co., whose term as governors expire April 1.

L. THOMAS CROSSLEY has been transferred from the New York to Hollywood production staff of William Esty & Co., to work with William Gay on the weekly CBS *Al Pearce Show* and *Blondie* series, both sponsored by R. J. Reynolds Tobacco Co.

A. CULVER BOYD, copy writer of John H. Riordan Co., Los Angeles agency, has been inducted into the Army and is stationed at Fort Knox, Kentucky.

HAROLD H. MARQUIS having been made vice-president and director, firm name of West & Associates, Los Angeles agency, has been changed to West-Marquis Inc. Headquarters continue at 816 W. Fifth St., that city. John R. West is president. Marquis has been with the agency since 1937 in an executive capacity.

ANONA D. HANSEN was recently appointed Los Angeles office and production manager of Arthur Meyerhoff & Co.

JOHN D. STAMM, formerly of the advertising department of the *New York Herald-Tribune* and previously an attache of the American Embassy in Moscow, has joined the copy staff of Lord & Thomas, New York.

IRVING SLOAN, of the time buying department of Blackett-Sample-Hummert, Chicago, on April 7 joined the radio department of Lord & Thomas, same city.

FRED VOSSE, formerly continuity writer and merchandising director of WMPS, Memphis, on April 7 joined Schwimmer & Scott, Chicago, as copywriter.

ALLEN A. FUNT, account executive and copy director of the Franklin Bruck Adv. Corp., and formerly copy and radio director for White-Howell Co., has resigned.

ELSIE M. LEVY has become media director of J. M. Korn & Co., Philadelphia, leaving Donovan-Armstrong Adv., Philadelphia.

JOSEPH JACOBS, Jewish market promotion and advertising agency, has moved to new headquarters at 6 East 46th St., New York; telephone, Murray Hill 2-6995.

WATCHING with interest is this group while F. E. McClaren, general manager of Seaside Oil Co., Santa Barbara, Cal., signs a contract for his firm to sponsor the weekly *Spelling Bee Liner*, on 6 CBS Pacific Coast stations, starting April 13. They are (standing, l to r), Harry W. Witt, CBS Southern California sales manager; G. B. Tucker, advertising manager of Seaside Oil Co.; Edward A. Larkin, CBS Hollywood account executive; (seated, right), with Mr. McClaren, is Wentworth W. Mann, executive of The McCarty Co., Los Angeles, servicing the account.

BURT COCHRAN, for the last year account executive on General Foods Corp. accounts for Benton & Bowles, New York, has been named co-manager of the Los Angeles office of McCann-Erickson. He was previously with that agency as Pacific Northwest manager in Portland and Seattle and later as an executive in the McCann Chicago office.

WYLLIS COOPER of NBC's script division, who has been writing the NBC *You're In the Army Now* program, has joined the radio department of Grant Adv., Chicago. Cooper was called from New York recently to work out ideas for the Mars Inc. *What's Your Idea?* program and while in Chicago was offered the position with Grant.

FRANK SILVERNAIL, for two years in charge of time buying at Pedlar & Ryan, New York, and formerly with NBC sales promotion department, has joined Young & Rubicam, New York, as timebuyer.

HARRY J. WENDLAND Adv. Agency, Los Angeles, has been established at 4570 Santa Monica Blvd., that city. Mr. Wendland was formerly associated with Howard Ray Adv. Agency, that city.

WCAE, Pittsburgh, has appointed The Katz Agency its national representative, effective May 1.

5000 WATTS DIRECTIONAL

WBNX
NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—
Metropolitan New York

COVERAGE
that reaches the heart of the Intermountain Market

★

SHOWMANSHIP
that reaches the hearts of the People

The combination is a selling force that gets results

★

KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

Army Radio Staff

(*Continued from page 10*)

and radio intelligence section. He probably will procure a commissioned rank.

Capt. Hittenmark, who has been on active duty for some time, has been transferred to the newly-created Morale Division, in charge of radio. His functions relate to programming on the receiving end, rather than in transmission clearance.

In addition to the posts already filled by Mr. Kirby, two others will shortly be filled. These will be appointment of a civilian for handling of liaison with advertising agencies and of another to handle liaison within the military establishment. It was emphasized that the radio branch will not engage in the radio production business, but will seek only to procure the Army story and make it available in broadcast form. The branch will service stations, writers and the public relations officers of the Army direct.

The War Department announced that in the future all clearances for national and commercial programs involving the Army will be made through the new radio branch. The objective, it was stated, is traffic control and editorial balance, so as to simplify the task for stations and networks.

All down the line, writers will be aided in procuring authentic background on the story of the Army. Script writers will be assigned to the War College to dig out factual data and make it available for broadcast use.

Educational Data

It was emphasized that creation of the branch does not constitute an effort to obtain large quantities of extra time from radio. On the contrary, it was said that the effort will be only to supply stations and networks with authentic material for existing programs or, on occasions, for special event features. In the educational line, it was pointed out, there are some 200 programs broadcast daily over the more than 800 stations. Educational data included in such programs can be furnished by the radio branch, it was pointed out.

Many inquiries have been received at the War Department from young men in radio who are likely to be drafted, seeking assignment to radio or public relations work. In this regard, it was pointed out that nothing can be done at the time of the draft, but that public relations officers in the field, as well as at headquarters, are on the lookout for qualified men with radio experience. It is only necessary for the draftee, it was said, to notify the public relations officer in his particular outfit of his background and experience. If vacancies develop, such men logically would be given an opportunity to qualify.

WITH A NET SCORE of 68, Sydney Dixon, NBC Western division Red network sales manager, smiles happily at the Union Oil Co. perpetual trophy awarded him during the recent Los Angeles Advertising Club annual golf tournament. Union Oil trophy must be won three years in succession before it becomes permanent property of the holder. He also won the *Los Angeles Shopping News* trophy.

Safeway Flour Test

SAFEWAY STORES Inc., San Francisco (Kitchen Kraft flour) has started a four-week campaign on 18 California stations, using home economics participations and 100-word daytime announcements. Stations are KPO KGO KFRC KFBK KMJ KGB KHJ KECA KFI KERN KHSL KXO KIEM KVCV KFXM KVEC KQW KTMS. Agency is J. Walter Thompson Co., San Francisco.

ONTARIO TO FETE 52 CBS MANAGERS

MANAGERS of 52 CBS stations will be guests of the Ontario Government April 9, and if present plans are completed will also see the Dionne Quintuplets the same day at Callender, Ont., as part of the promotional lineup for the Ontario Government's tourist show which starts on CBS April 20 [BROADCASTING, March 31]. They are to be taken by American Airlines from Buffalo to Toronto, A civic luncheon, moving picture show of Ontario attractions, airplane trip to the Quints and Ontario Government dinner at Toronto are planned.

The Ontario Government's half-hour variety show will originate at Toronto at the Hart House Theatre of the U of Toronto, and will be produced by Ned Sparks, also the star of the show. Mr. Sparks has been living in Toronto for the last year recuperating from an operation and has been spending his time on voluntary war service work. He is an old friend of Ontario's Premier Mitchell Hepburn, and a native-born Ontarion.

The program will be carried in Canada only on CFRB, Toronto, CBS Canadian outlet, and while the commercials on Ontario tourist attractions are heard on American stations, listeners to CFRB will be told how best they can receive American visitors to Canada and what Americans expect of their Canadian hosts. The program is being handled by Walsh Adv. Co., Toronto.

Roy Thomson Acquires CKRN, His Fifth Station

ROY THOMSON, president of Northern Broadcasting & Publishing, Timmins, Ont., and publisher of the *Timmins Press*, has bought controlling interest in CKRN, Rouyn, Que., making the fifth station in the Northern Ontario-Quebec gold mining belt in his control. Ownership changed hands April 1. The station will be operated by the Northern organization, but controlling interest is vested in the personal names of Roy Thomson and Jack Cooke, general manager of Northern.

Jean Legault has been appointed manager of CKRN, succeeding J. O. Tarviff, who becomes secretary-treasurer. Legault was formerly with CKGB, Timmins, another Thomson property. Murray Morrison, commercial manager of CKGB, takes on the same post at CKRN. Don Insley, program director at CKVD, Val d'Or, Que., Thomson-owned, is new program director of CKRN. Mr. Thomson also controls CFCH, North Bay, Ont., and CJKL, Kirkland Lake, Ont.

HELEN ADAMS

conducting

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

WISCONSIN RAPIDS

WFHR 1340 Kc. 250 W.

UNITING CENTRAL
WISCONSIN

with studios at Wisconsin Rapids, Marshfield and Stevens Point

65% LIVE TALENT

programs give WFHR "peak" listener interest.

WFHR GETS RESULTS!

Wm. F. Huffman, Owner
G. T. Frechette, Mgr.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

Network Accounts

All time EST unless otherwise indicated.

New Business

SEASIDE OIL Co., Santa Barbara, Cal., on April 13 starts for 52 weeks *Spelling Bee Liner* on 6 CBS West Coast stations (KNX KARM KROY KSFO KOY KTUC), Sun., 5:30-5:55 p.m. (PST). Agency: McCarty Co., Los Angeles.

REV. AUBRY LEE, Los Angeles (religious), on March 16 started for 13 weeks, *Sky Pilot*, on 16 California Don Lee stations, Sun., 8:30-9 p.m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

Renewal Accounts

PHILIP MORRIS & Co., New York, on May 4 renews *Crime Doctor* on 71 CBS stations, Sun., 8:30-8:55 p.m. Agency: Biow Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on May 2 renews *Al Pearce* on 79 CBS stations, Fri., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

AMERICAN TOBACCO Co., New York, on May 3 renews *Hit Parade* on 103 CBS stations, Sat., 9-9:45 p.m. Agency: Lord & Thomas, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on April 28 renews *Jack Armstrong* for five weeks on 12 NBC-Red stations, Mon. thru Fri., 6:30-6:45 p.m. Agency: Knox-Reeves Adv., Minneapolis.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on April 3 renewed *City Desk* on 68 CBS stations, Thurs., 8:30-8:55 p.m. Agency: Ted Bates Inc., N. Y.

TEXAS Co., New York, on March 24 renewed *Texaco Star Reporter* on 14 Texas State Network stations, Mon. thru Fri., 7:30 a.m. (CST), and added KRIS, Corpus Christi, 7:45 a.m. Agency: Buchanan & Co., N. Y.

Network Changes

THOMAS J. LIPTON Ltd., Toronto (tea) has added CFRB, Toronto and CKAC, Montreal, to *Helen Hayes Theatre* on CBS, Sun., 9-9:30 p.m. (EDST). Agency: Vickers & Benson, Toronto.

SHIRRIFF'S Ltd., Toronto (jelly), on April 2 added CFCF, Montreal, to *Fun Parade* Wed., 8:30-9 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

J. L. PRESCOTT Co., Passaic, N. J. (Dazzle Bleech shoe polish) has started daily announcements on WOR, Newark, and WEEI, Boston. Agency is Monroe F. Dreher, New York.

BMI Enters Its Second Year

(*Continued from page 12*)

somewhat the same manner as was done several years ago when the American Federation of Musicians secured an industry guarantee of increased station expenditure for union musicians, were flatly denied by ASCAP spokesmen.

It was pointed out that the Department of Justice had blocked a renewal of the industry agreement with the musicians by terming it an illegal conspiracy in restraint of trade and that such a proposition on the part of ASCAP would serve only to start new anti-monopoly proceedings against itself.

The ASCAP opinion at present is that no single formula can be found to settle the sale of their music to radio. The NAB has requested alternate plans of per-program and blanket licenses; there must be sustaining fees and fees for local commercial programs and for network commercials. Each station and each network will have to make its own individual deal, subject only to a "favored nation" stipulation that would guarantee the station or network receiving terms as favorable as those given to its competitors. Regarding one report that ASCAP would settle for annual payments equal to its 1940 receipts from radio, roughly $5,000,000, a Society spokesman pointed out that such an agreement would be contrary to ASCAP's basic policy of scaling its charges to the income of its clients.

ASCAP Royalties

Last week ASCAP made its royalty distribution for the first quarter of 1941, covering in reality the last quarter of 1940 as the Society allows a three-month interval period for billings and collections. Sum authorized by the board for payment to members was $1,100,000, same amount paid out for the first quarter of last year. From this amount, however, was deducted the $750,000 distributed in December when it was discovered that to hold this money up past the end of the year would subject it to heavy taxes.

So great was the increase in the ASCAP revenue in the last quarter of 1940 over the previous year, that even by matching last year's distribution, the board was enabled to hold up $600,000 which will be paid to members in July, evening up for the loss in income from radio sustained since Jan. 1 of this year. It was disclosed that the income from radio stations which have taken out ASCAP licenses this year is higher than the amounts these stations paid to ASCAP in the early months of 1940, despite the fact that they now pay only 3% in place of the 5% paid last year.

MANY RADIO STATIONS TALK COOPERATION

WFIL "ACTS"

N·W·AYER & SON
INCORPORATED
ADVERTISING
HEADQUARTERS
PHILADELPHIA

February 3, 1941

Mr. Roger Clipp
Station WFIL
Philadelphia, Pa.

Dear Roger:

I presented to Mr. Rollins, of The Atlantic Refining Company, the book showing the cooperation given by your station last fall. Let me add my congratulations to his on the job you folks did for Atlantic during the past football season.

The cooperation you extended was by all odds the best given to us by any of the stations carrying football last fall. I am sure you have made a definite impression upon Atlantic as well as ourselves.

Many thanks for the material you prepared.

Sincerely,

Wally

Wallace Orr
N. W. AYER & SON, INC.

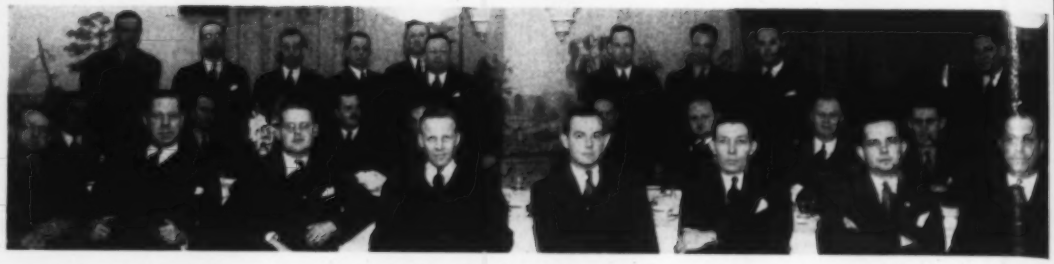
WFIL NBC BLUE • KEY STATION QUAKER NETWORK
REPRESENTED BY EDW. PETRY & CO., INC.

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

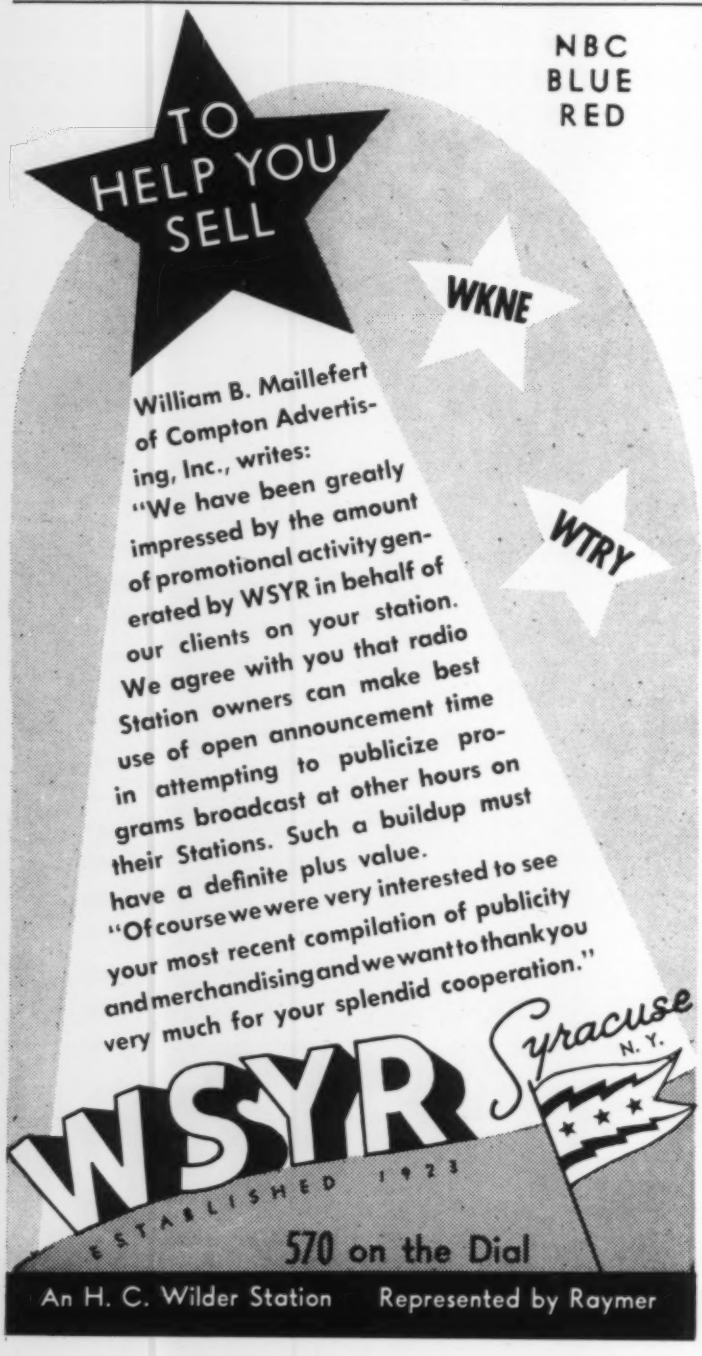
WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.



SALES MANAGERS of the fourth district of the NAB met March 28 and were guests of WPTF, Raleigh, and Knox Massey of Harvey-Massengale Co., Durham. Present were: Front row seated (l to r), E. N. Pope, Caroline Power & Light Co.; John New, WTAR, Norfolk; Pat Taylor, WMFR, High Point, N. C.; Frank Stearns, WRAL, Raleigh; Leslie H. Peard Jr., WBAL, Baltimore; J. D. Saumenig, WIS, Columbia; Richard H. Mason, WPTF; Ed Rawl, Carolina Sales Corp.; back row seated, Jack Field, WPTF, chairman; John Dodge, WRC-WMAL, Washington; Barron Howard, WRVA, Richmond; Henry Nigrelli, WPTF; John Thayer, WWNC, Asheville; Graham Poyner, WPTF; W. C. Erwin, WSOC, Charlotte; Harold Essex, WSJS, Winston-Salem; back row standing, Bob Maslin, WFBR, Baltimore; Ollie Carpenter, WPTF; Louis Brown, WDNC, Durham; Burt Hanauer, WFBR; John Moorhead, Harvey-Massengale; Travis Barnes, WTAR; Knox Massey, Harvey-Massengale; Royal Penny, WBT, Charlotte; Frank Jarman, WDNC, Durham; and E. C. Whitlock, WRNL, Richmond. Vital industry problems were discussed.


NBC
BLUE
RED
TO HELP YOU SELL
WKNE
WTRY
William B. Maillefert of Compton Advertising, Inc., writes:
"We have been greatly impressed by the amount of promotional activity generated by WSYR in behalf of our clients on your station. We agree with you that radio Station owners can make best use of open announcement time in attempting to publicize programs broadcast at other hours on their Stations. Such a buildup must have a definite plus value.
"Of course we were very interested to see your most recent compilation of publicity and merchandising and we want to thank you very much for your splendid cooperation."
WSYR
Syracuse N. Y.
ESTABLISHED 1923
570 on the Dial
An H. C. Wilder Station
Represented by Raymer

STATIONS PROMOTE WAR BOND SERIES

WHOLEHEARTED cooperation of the nation's broadcasters has been promised in the coming drive to sell national defense bonds and war savings stamps, according to Vincent F. Callahan, director of radio for the bond campaign.

In reply to a request from Secretary of the Treasury Morgenthau [BROADCASTING, March 3, 24], Mr. Callahan reported late last week that in addition to the three networks, 439 individual stations in every state had replied promising assistance.

Some stations, Mr. Callahan reported, urged that radio be considered in any placement of paid advertising if and when Congress appropriates money for this purpose. At present plans are being completed for a broadcast the night of April 30 heralding the opening of the bond sale May 1. Plans for individual station participation in the promotion campaign will be ready within two weeks, Mr. Callahan stated.

Frank King, formerly in the office of Charles Schwartz, director of information for the Treasury, has been named to assist Mr. Callahan. It is expected that additions will be made to the staff as soon as the need arises.

FIVE minutes of news every hour on the hour, 19 times daily, 6 a.m. to 12 midnight, with 15 of the newscasts sold to sponsors, is a record claimed for KRIC, Beaumont, Tex., by Manager Jack Neil.

"Haven't you forgotten something, Sir?" "Ah, yes, of course! I just remembered that WFDF in Flint Michigan is now 1000 watts on 910."

AGENCY Appointments

NAYLEE CHEMICAL Co., Philadelphia, to Rose-Martin, New York, for promotion of Nalon soapless suds cubes, and Rainbow bleach and disinfectant. Radio will eventually be used, but no plans have been formulated as yet.

SHIVAR SPRINGS Inc., Shelton, S. C. (ginger ale), to J. Carson Brantley, Salisbury, N. C. Spot radio will be used.

PRITZ Co., New York, to Federal Adv. Agency, New York, for Pritz, a waterless cleaner. No radio plans have been announced.

VANCOUVER Exhibition Assn., Vancouver, B. C., to J. J. Gibbons, that city. Radio planned.

P. DUFF & SONS, Pittsburgh (Gingerbread Mix, etc.) to W. Earl Bothwell Adv. Agency, Pittsburgh.

JIM DALE, New York (men's clothing store chain), to Reiss Adv., New York. Radio, newspapers and direct mail will be used.

ALFRED DUNHILL of London, to Charles M. Storm Co., N. Y.

McKESSON & ROBBINS, Bridgeport (Pursin) to H. W. Kastor & Sons, N. Y.

NESBITT FRUIT PRODUCTS, Los Angeles, to Walter K. Neill Inc., Los Angeles.

DE MUIR PRODUCTS LABS., Boston (cosmetics), to Wood, Brown & Wood, Boston. Said to use radio.

MOSS BROS. NUT Co., Philadelphia, to Clements Co., Philadelphia. Said to use radio.

DREWRYS DRY GINGER ALE, Detroit, to Livingstone-Porter-Hicks Adv. Agency, Detroit. Expansion of distribution is expected.

EUREKA VACUUM CLEANER Co., Detroit, to Geyer, Cornell & Newell, Detroit.

MEMORIALS ART Co., Buffalo (monuments), to Ellis Adv. Co., Buffalo. Radio being used.

SUPERIOR SEA FOOD Co., Los Angeles (Honor Brand frozen food) to Harry J. Wendland Adv. Agency, that city. Radio to be used along with newspapers.

SPERRY CANDY Co., Milwaukee (Chicken Dinner and Denver Sandwich candy bars) to Arthur Meyerhoff Co., Milwaukee for a portion of account in specific markets. Cramer-Krasselt Co., Milwaukee, continues to handle advertising in several markets. Radio is being used.

TACK-L-TYERS, Evanston, Ill. (fishing tackle), to Lane, Benson, McClure, Chicago. Radio plans indefinite at present.

ROBERTS Co., Burlingame, Cal. (Pestex—snail eradicator), to Gerth-Knollin Adv. Agency, San Francisco. Radio will be used.

Women's Club Survey

WITH emphasis this year exclusively on programs which have "helped to promote the ideals of democracy", the Women's National Radio Committee has started balloting to determine the winning broadcasts in its annual program survey. Winners will be announced at the WNRC annual luncheon May 13 at the Hotel Astor, New York.

Salesmen Consider Industry Problems

Agency Executives Join With Northwest NAB Group

SALES MANAGERS of the 17th District of the NAB met in Seattle March 28 in the best attended meeting of its kind in Pacific Coast radio history. Broadcasters, under the leadership of C. E. Couche, of KOIN-KALE, Portland, Ore., highlighted their section meeting by a joint luncheon with Seattle agency executives whose spokesman, William Horsely, head of Pacific National Adv. Agency, told the sales managers some of the major problems of an agency handling radio business.

All angles of station business were discussed. In a morning session Harvey Wixson of KHQ-KGA spoke on "Advertising Service", analyzing some common deficiencies in station commercial operation. Del Chance of KOIN-KALE spoke on "Selling Radio in Competition with Other Media". Arthur Gerbel of KOMO-KJR, Tacoma, gave a practical demonstration of his stations' chart presentation for group selling and promotion. The morning session was concluded with a discussion of merchandising groups.

Other Problems

The luncheon meeting, presided over by Hugh Feltis, sales manager of KOMO-KJR, attended by 55 broadcasters and agency executives, was featured by a talk on "The Most Fundamental Objections to Buying Radio Advertising", by Bill Horsely, president of the Pacific Council of the American Assn. of Advertising Agencies. Other points were taken up by H. E. Studebaker, operator of KUJ, Walla-Walla, and KRLC, Lewiston, who discussed commissions on local business; Harry Spence of KXRO, Aberdeen, Wash., director of the NAB, explained some of the problems in fairly establishing station rates; Loren Stone, assistant manager, of KIRO, answered Horsley's plea for guaranteed time for local accounts; commissions on political business and keeping agencies better informed on available local shows, were also discussed.

Next meeting of the 17th District Sales Managers will be held in Portland, Aug. 22. Those attending were: Fred Goddard, Harry Spence, KXRO, Aberdeen; H. S. Jacobson, KXL, Portland; Arden X. Pangborn, Chet Blomsness, Paul Connet, KEX, Portland; Harvey Wixson, KHQ, Spokane; N. B. Kenmonty, Glenn Howell, Henry Hosue, KODL, The Dalles; Chas. E. Couche, Del Chance, Norman Davis, Al Vaughan, Harry Buckendahl, KOIN, Portland; Arthur Bright, R. A. Brazeal, KFPY, Spokane; Florence Wallace, KXA, Seattle; S. W. McCreedy, KVAN, Vancouver; Bob Preibe, KRSC, Seattle; Earl Irwin, KVI, Tacoma; Jerry Geehan, James Murphy, KMO, Tacoma; H. E. Studebaker, KUJ, Walla Walla; Charlie Chatterton, KWLK, Longview; Lindsey Spight, John Blair & Company; Loren Stone, Archie Morton, Dick Whiting, John Moser, H. J. Quilliam, Tommy Thomas, KIRO, Seattle; Hugh Feltis, Arthur Gerbel, Birt F. Fisher, Frank Sheehan, KOMO.

CBS Plans to Transfer Cecil Brown to Balkans

CECIL BROWN, CBS correspondent in Rome, on March 31 was denied further use of Italian broadcasting facilities when the Ministry of Popular Culture refused to renew a temporary permit granted the correspondent two months ago after a previous suspension. "Continued hostile attitude" was the reason cited by the Fascist hierarchy.

On the previous occasion when Brown's broadcasting privileges had been suspended, American diplomatic officials had interceded on his behalf with the Italian government, and he was reinstated on a temporary basis [BROADCASTING, Feb. 3]. In New York, CBS officials stated that no representation would be made to the State Department, but that Brown would be shifted to one of the Balkan countries, and a CBS Balkan correspondent, acceptable to the Italian government, would be transferred to Rome.

Helen Hiett Returns

HELEN HIETT, 26-year-old NBC foreign correspondent, on April 1 arrived in New York on the American Export Lines *SS Exeter* to confer with NBC officials and to take a vacation. In Paris during the bombing of NBC's office there and the German occupation, Miss Hiett gave a special broadcast on NBC-Blue April 1 describing her experiences. Following a lecture tour in the Middlewest, she is understood to be leaving for South America as an NBC correspondent.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

A Tire Dealer

"expressing keen satisfaction with the results of our first effort . . . after two months KOA is practically the only mass advertising medium we are using . . . KOA advertising results have far exceeded our fondest hopes."

50,000 WATTS

NBC RED NETWORK

KOA

DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

TO THE Gas and Oil INDUSTRY

Many thanks for giving us 70% more of your network advertising than you give the next most prominent Chicago Station.

Place your radio broadcast advertising campaign where these astute advertisers spend their money — on

WMAQ

IT PAYS

50,000 Watts, 670 Kc. Chicago, Illinois

Represented Nationally by NBC Spot Offices in NEW YORK, CHICAGO, BOSTON, WASHINGTON, CLEVELAND, DENVER, SAN FRANCISCO and HOLLYWOOD

NBC Plans Court Action To Void Fight Contract

NBC will go to court this week seeking legal action to block broadcast of 20th Century Sporting Club fights on MBS starting in June. MBS and Mike Jacobs, club president, signed a contract last month for exclusive broadcasts of the club fights in New York and other cities [BROADCASTING, March 24, 31].

While NBC refused to comment until actual suit has been filed, it is understood it will ask the court to set aside the contract on the ground that it violates an earlier oral contract between NBC and the club. It is assumed the claim will be based on a $15,000 check from NBC which the club cashed, the check having a notation that it covered 1941-42 fight contracts.

Dickson Seized

JOHN PAUL DICKSON, Berlin commentator for MBS and part-time correspondent of the *Chicago Tribune*, was one of several American citizens seized and detained by German authorities, reportedly in retaliation for United States seizure of Axis ships in American ports. Mr. Dickson and others were released after being held for several hours, dispatches indicated. He was appointed MBS representative in Berlin in September, 1940, joining Sigrid Schultz, of the *Tribune*, now in this country on vacation.

Grant's Radio Expansion

IN ENLARGING its radio department, Grant Adv. Agency, Chicago, has named Wyllis Cooper, formerly of Ward Wheelock Co., to supervise activity in that department. He joined the agency three weeks ago. James McClain, former radio director, on March 31 became 'Dr. I. Q.' on the Mars Inc. NBC-Red program of that name [BROADCASTING, March 31]. Further personnel announcements are expected in connection with the expansion.

White Labs. Renewal

WHITE LABS., Newark (Chooz), on March 31 renewed disc announcements on 24 stations, KOY KFI KHJ KMPC KECA KROW KPO KFRC KDYL KERN KMJ KWG KFBK KSAN KOH KHQ KIRO KVI KGW KMED KSLM KXL KELA KRSC. Agency is H. W. Kastor & Sons, Chicago, is agency.

Hat Drive

NOXZEMA CHEMICAL Co., Baltimore (skin cream), will add another quiz of two cities April 12 when it starts the program on WABC, New York, under the titl *Battle of Boros*. It will be heard Saturdays, 9:45-10:15 p.m. Agency is Ruthrauff & Ryan, New York.

Wrigley Renewal

WILLIAM WRIGLEY JR. Co., Chicago (Spearmint), has renewed its five-weekly quarter-hour local talent programs on 20 Texas stations. Agency is Arthur Meyerhoff Co., Chicago.

GERARD PUBLISHING Co., New York, publisher of *Who*, has placed a series of nine announcements on WTCN WNAC WAAB WKRC WOL WQXR KMPC. H. C. Morris & Co., New York, is agency.

PENNING A THREE-YEAR CONTRACT for a series of 15-minute transcribed dramatic shows, Kathryn Turney Garten will produce the programs for T. M. Sayman Products Co., St. Louis. Mrs. Garten does all her shows without prepared script. Interested spectators at the signing were (seated, l to r), Bert Somson, president of Premier Radio Enterprises, producers of the show; and Raymond W. Anderson, director of sales and promotion for Sayman Co.; (standing) Chas. F. Kelly Jr., president of Kelly, Stuhlman & Zahrndt, agency handling the Sayman account; and Max Koenigsberg, Mrs. Garten's personal representative.

WTBO Announcer-Engineer Is Deferred As Draft Board Heeds Plea of Station

BASING its plea on radio's function in the national defense program, and the difficulty a small station meets in replacing expert personnel drafted for military servive, WTBO, Cumberland, Md., has secured deferment for one of its announcer-engineers. In a letter to the local selective service board, Frank V. Becker, WTBO president and general manager, outlined the case of a local station in regard to the difficulties arising from drafting of its trained employes for military service.

"This plea is not for the individual, but rather is made on the basis of his qualifications and consequent usefulness in the radio broadcasting industry, which industry has been designated by the Government as one of the 'essential industries' in the interest of national defense," Mr. Becker stated in his letter.

Specialized Work

"The probability is that as time goes on, radio broadcast stations will become more and more essential, and it appears obvious that an essential industry presupposes operation at the highest efficiency. Further, in the interest of such efficiency it follows that, owing to the highly specialized nature of broadcasting from the technical, legal, business, and public relation standpoints, trained and efficient help is indispensible.

"Within the past year we have spent considerable time and money trying to acquire the satisfactory services of additional engineer-announcers, and we were obliged to release, after a short time, at least a half-dozen tryouts. On two separate occasions I purposely made out-of-town trips contacting and auditioning prospective announcers at various radio stations. The availabilities, even with the cooperation of the program directors and other executives of these stations proved to be quite meager. This is written to emphasize the difficulty of replacing good men.

"Another important point, I think, is that the technicalities concerned in a broadcasting station may be quite closely correlated with the work of certain subdivisions of the U. S. Signal Corps, and the individual's future military services would be much more valuable if he remained for the present in his present 'training grounds', rather than be inducted into a branch of service that could be filled by one who does not have specialized training.

"Another thought comes to mind in connection with the hiring of individuals who are 'unknown quantities' and with possible dubious patriotic characteristics. It is better to keep people whose integrity is known in important positions. It would also seem that the ideal condition is to have men placed in positions for national defense in the service where they can serve in their maximum capacity and usefulness.

"While I know there is no such intention, I want to say in conclusion that it would be incompatible with good judgment to, on the one hand, classify something as essential and at the same time upset the structure which makes its operation efficient; especially if the move did not contribute a usefulness to something else on at least a comparable basis."

G. W. (Johnny) JOHNSTONE, radio director of the Democratic Committee, has set up a permanent office at 50 E. 42d St., New York, to handle special assignments from Washington.

Special Easter Campaign Is Sponsored by Armour

ARMOUR & Co., Chicago, in a pre-holiday campaign for its Easter Ham, on April 1 started announcements on WCOA, Pensacola, Fla., and KSCJ, Sioux City, Ia. On April 7, WHMA, Anniston, and WSFA, Montgomery, Ala., were added. All contracts expire April 10. In addition, tie-in announcements are being used on the sponsor's NBC *Breakfast Club* programs which promote Treet.

Further radio being currently used by Armour is quarter-hour baseball preview on KCKN, Kansas City, daily except Sundays and holidays. Products promoted are ham, bacon and frankfurters, with the first mentioned being plugged exclusively through April 10. This program started March 14 and will be heard through the baseball season. A schedule of five-weekly one-minute announcements for bacon started on KHQ, Spokane, March 10 and runs through June 6. Agency is Lord & Thomas, Chicago.

Howard on MBS

HOWARD CLOTHES, New York, on April 6 replaced its Sunday evening *Show of the Week* program on MBS with a series to run 12 weeks dramatizing the well-known *Bull Dog Drummond* detective stories. With the exception of the detective himself, played by George Coulouris, the characters change from week to week to fit the episodes. Other permanent members of the cast, formerly with Orson Welles' *Mercury Theatre* group, include Everett Sloane, Paul Stewart and Ray Collins. Series is heard on 8 MBS stations (WOR WAAB WGN WFIL WCAE WEAN WTAG) and after its opening April 13 on WAGE. Agency is Redfield-Johnstone, New York.

Longines Program

LONGINES - WITTNAUER WATCH Co., New York, will start week of April 7 a transcribed series of symphony music featuring the chamber group of the New York Philharmonic Orchestra. Plan calls for three quarter-hour programs a week or one half-hour program on Sundays depending upon availabilities. About 50 stations will be used, according to Arthur Rosenberg Co., New York, the agency.

Seiberling Opening

SEIBERLING RUBBER Co., Akron, is promoting its new Adjusto-Wear Heels on Texas State, Oklahoma and Don Lee networks. Additional radio will be used as new territories for the product are opened. More placements are planned, according to the agency. Agency is Meldrum & Fewsmith, Cleveland.

Spots for New Bread

CONTINENTAL BAKING Co., New York, is introducing a new product, Staff bread, developed after considerable research on a new milling process. Product has been introduced in the Rochester market, with spot announcements on WHEC. National distribution is expected in about two months. Ted Bates Inc., New York, is agency.

FEDERAL CAMPAIGN LACKS RADIO FUND

AS PART of the program to promote hemispheric solidarity a $600,000 advertising campaign designed to stimulate travel between the Americas, extending to some 350 of the larger daily newspapers of the American Republics, was announced last Wednesday by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations Between the American Republics.

No radio is included in the budget.

In announcing the Government-financed campaign, Mr. Rockefeller also announced formation of a five-man Inter-American Travel Committee, composed of officials of shipping and transportation companies plying between the Americas, which will sponsor the promotion. It is understood the newspaper campaign will run for about 35 weeks, using roughly a full-page advertisement per week in each paper, although size and frequency will vary. The ads are to be placed in newspapers in every Latin American country.

Copy is to be prepared and produced by the Export Information Bureau of the American Assn. of Advertising Agencies and placed through five agencies—J. Walter Thompson Co. and McCann-Erickson, both having Latin American branches; National Export Agency and Irwin Vladimir Agency, all three export agencies. Russell Pierce, vice-president of J. Walter Thompson, is on leave as advertising director of the Bureau, headquartering at 11 W. 54th St., New York. Walter Rundle, assistant vice-president of American Express Co., also is understood to have been given leave to act as head of the travel committee and handle the actual transportation arrangements.

Axton-Fisher Plans

AXTON-FISHER TOBACCO Co., Louisville, will promote Spud cigarettes on two quarter-hour programs on 17 MBS stations, starting June 2. *Danger Is My Business*, built around stories of dangerous jobs, will be heard Wednesdays at 10:15 p.m., while a musical program featuring Mary Small and a chorus will be presented Mondays at the same hour. Agency is Weiss & Geller, New York. Company is also testing sports programs for Himyar Shredded Tobacco on two stations. Al Sisson is heard in a thrice weekly sports commentary on WHAM, Rochester; and Bert Lee in a quarter-hour nightly on WHN, New York. More stations may be added.

FM Group Meets

(*Continued from page 13*)

may be used during the one-hour daytime and one-hour evening periods during which FM stations are required to originate programs not duplicated on amplitude modulation stations and to demonstrate the full service of FM.

News broadcasts may also be included in these periods, he stated. Remote pickups made locally over wire lines capable of transmitting 10,000 cycles have been temporarily approved, he said, but he was turned down on a request to bring FM programs from New York to Boston over the highest quality long-distance lines available, which will carry up to 8,000 cycles. Mr. Shepard also reported that his FM station is planning to broadcast baseball this summer, following a vote at last winter's major league meetings to exempt FM from the ban on shortwave broadcasts of games.

Auto Problem

The meeting discussed plans to get auto manufacturers to cooperate in eliminating ignition interference, which could be done for about $1 a car at the factory, it was stated. Means of stimulating sales of FM receivers were also discussed, with the conclusion that good programs, especially programs not duplicated by AM stations, provide the best stimulus to make people want FM receivers.

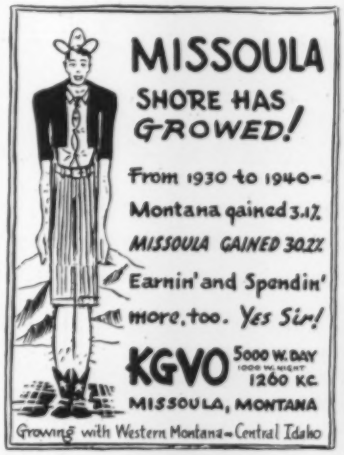
Those Attending

Registrations at the open session Wednesday morning included:

Max Adelberg, Freed Radio Corp., New York; Ben Adler, RCA; W. C. Alcorn, WBNX, New York; Edwin H. Armstrong, W2XMN, Alpine, N. J.; Leonard L. Asch, Capitol Broadcasting Co., Schenectady; Stuart L. Bailey, Jansky & Bailey, Washington; Hope H. Barroll Jr., WFBR, Baltimore; George C. Bass Jr., Harris Upham & Co., New York; J. E. Baudino, Westinghouse Radio Stations; C. H. Bell, General Electric Co., Bridgeport; R. A. Borel, WBNS, Columbus; C. C. Boysen, *Washington Post*; E. L. Bragdon, *New York Sun*; I. Brimberg, WNYC, New York; Rev. W. A. Burk, S. J., WEW, St. Louis; Louis D. Caldwell, WGN, Chicago; Joseph D. Cannon, Distillery Workers Organizing Committee, Washington; Arthur B. Church, KMBC, Kansas City; E. H. Clark, WJLB, Detroit; E. K. Cohan, CBS; J. H. Connolly, KRLD, Dallas; W. L. Coulson, WHAS, Louisville; W. J. Damm, WTMJ, Milwaukee; E. J. Daubera, WBNX, New York; W. R. David, General Electric Co., Schenectady; Donald D. Davis, WHB, Kansas City; H. J. Deines, General Electric Co.; Jack De Witt, WSM, Nashville; Franklin Doolittle, WDRC, Hartford; W. K. Dorman, John H. Perry Associates; William Fay, WHAM, Rochester; Joseph D. R. Freed, Freed Radio Corp., New York; A. P. Frye, W75C, Chicago; Ruth Goodnough, National Committee on Education by Radio; Gordon Gray, WSJS, Winston-Salem; B. Gross, Stromberg-Carlson Tel. Mfg. Co.; Frank A. Gunther, Radio Engineering Laboratories; Hugh A. L. Halff, WOAI, San Antonio; E. A. Hanover, WHAM, Rochester; James A. Hardman, *North Adams* (Mass.) *Transcript*; Cliff Harris, WIP, Philadelphia; W. LeRoy Haskell Jr., Harris Upham Co.; G. W. Henyan, G-E; D. C. Hierath, G-E; E. C. Hill, WTAG, Worcester; John V. L. Hogan, WQXR, New York; L. M. Jansky Jr., W3XO, Washington; Dan Jayne, Federated Publications, Battle Creek; Leonard Kapner, WCAE, Pittsburgh; A. J. Kendrick, World Broadcasting System; Tom Kennedy, *New York Times*; J. M. Keebler, Freed Radio Corp.; J. R. Latham, FM Network; Theodore Laymon, *New York Herald-Tribune*; C. W. Lewis, RCA; Frederick Lounger, FM Network; Edward Magowan, FMBI; Frank Marx, WMCA, New York; Ray H. Manson, WHAM, Rochester; Cecil D. Mastin, WNBF, Binghamton; John Mayo, Musak; Phil Merryman, NBC; C. J. Meyers, WGN, Chicago; J. D. Meyerson, WKY, Oklahoma City; P. W. Morency, WTIC, Hartford; Fred P. Motz, KRLD, Dallas; Adrian Murphy, CBS; L. H. Nafzger, WBNS, Columbus; Arnold Nygren, WFIL, Philadelphia; Herbert L. Pettey, WHN, New York; Gene Pulliam, WIRE, Indianapolis; W. Q. Ranft, WFBR, Baltimore; Fred R. Ripley, WSYR, Syracuse; Elzey Roberts, KXOK, St. Louis; L. W. Robinson, Bloomingdale Bros., New York; Roby Robinson, *Atlanta* (Ga.) *Constitution*; J. W. Runyon, KRLD, Dallas; Frank R. Seitz, WFIL, Philadelphia; John Shepard 3d, Yankee Network; S. N. Siegal, WNYC, New York; C. W. Slaybaugh, RCA; Lynne B. Smeby, NAB; Glenn Snyder, WLS, Chicago; C. M. Srebroff, REL; Herbert Steiner, Moser & Cotins, New York; Tom Stewart, W47NV, Nashville; Theodore C. Streibert, WOR, New York; O. B. Faber, WROK, Rockford; Hulbert Taft Jr., *Cincinnati Times-Star*; Orrin Towner, WHAS, Louisville; Lee B. Wailes, Westinghouse Radio Stations; F. R. Wallace, WWJ, Detroit; Loren B. Watson, WBAL, Baltimore; Fred Weber, MBS; Lewis Windmuller, WSJS, Winston-Salem; Samuel Woodworth, WFBL, Syracuse.

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.



The MAGIC CIRCLE
SOON—
5000 richly laden watts night and day to serve the Magic Circle — richest and most populous in all the Southeast!
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
CEO. P. HOLLINGBERY CO., NAT. REP.

LIMA
A Fort Industry Market

TRY Test Town

What's your product? Food — soap — gasoline — milk — ice cream — tobacco —?
Whatever it is, you can test your advertising campaign in Lima, O., and get a true index to its audience acceptance. For Lima is known in these parts as "Test Town". It's a staple, multi-industry city and its citizens are average up-and-at-'em Americans. Try it in Test Town — and get America's reaction.

Now at 1240 in Test Town

A FORT INDUSTRY STATION
N. B. C. Affiliation
WLOK
LIMA, OHIO

"Hm-m! What you need is more watts and fewer kilocycles. I suggest you try WFDF Flint Michigan, now that it's a kilowatt on 910."

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

The Northwest's Best Broadcasting Buy

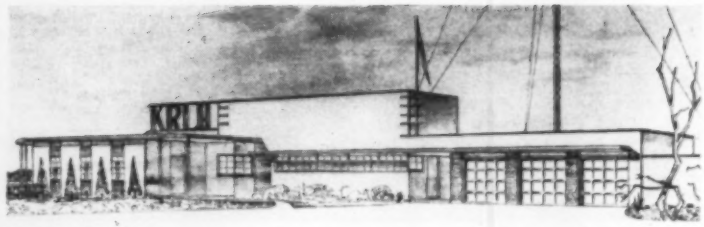
WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.

FREE & PETERS, INC. — Natl. Rep.



RECENTLY COMPLETED transmitter plant of KRLH, Midland, Tex., as portrayed in the architect's drawing, will be used for the station's authorized power boost to 250 watts for additional coverage in Texas' oil area. Radiator is a 435-foot Ideco tower. KRLH uses 1450 kc.

TEN YEARS OF LATIN PROGRAMS

NBC Celebrates Anniversary With Series of Greetings to Southern Nations

WITH inauguration of NBC's shortwave transmitters, WRCA and WNBI, each a 50,000-watt outlet, the network observed the 10th anniversary of the "inter-American network", in which it pioneered, with a group of "exchange greeting" programs to and from Latin America.

Ten years ago when NBC was sending spasmodic shortwave programs to countries south of the Rio Grande, it was discovered that each program brought in a large mail response. Gradually the network built up a regular schedule of shortwave programs so that today 130 South American stations, 78 standard band and 52 shortwave, are rebroadcasting NBC's programs.

Decade of Progress

The anniversary week broadcasts were dedicated to progress of the decade. On March 25, for example, Cuba and Brazil saluted NBC's celebration of the "Pan American Network", as it is titled, with music and entertainment from popular nightclubs. NBC-Red, in turn, broadcast a salute to the other Americas with programs of songs by Emma Otero, Cuban born soprano.

As part of the celebration, NBC's international division arranged an exhibit at the annual convention of the Export Managers Club of New York at the Hotel Pennsylvania, under the direction of Claude Barrere of that division's sales staff.

Two special programs were presented March 27, one on NBC-Red from the Copacabana Club in New York, and the other on the Blue featuring the NBC Concert Orchestra under direction of Leopold Spitalny. Earlier in the day NBC shortwaved to Latin America the speeches at the luncheon of the Argentine-American Chamber of Commerce, held at India House, New York. Eli Canel was Spanish announcer on the program.

In December 1939, the FCC gave permission for shortwave programs on WRCA and WNBI to be sponsored. Shortly thereafter the United Fruit Co. signed for nightly quarter-hour news programs to Central and South America, and Standard Oil Co. of New Jersey sponsored the Louis-Godoy fight. Two New York hotels, the Waldorf-Astoria and the Astor, bought programs featuring the bands in their supper clubs. S. C. Johnson Co. now has a regular Hollywood program featuring Olga Andre.

RCA-Victor sponsors *La Discoteca Victor*, a thrice-weekly program of classical music, as well as the weekly *Modern Woman* program, and *It Really Happened*, conducted by Roberto Gatica, writer and announcer of NBC's international division.

Promenading With Andrea and Ariza, a radio Broadway column, presented on behalf of Broadway Radios, an RCA product, is another show designed for Latin America. The American Export Lines sponsors programs in Spanish, Portuguese and English, while the Texas Co. sponsors the Metropolitan Opera broadcasts, and the Esterbrook Pen Co. presents a quarter-hour opera commentary. Standard Oil Co. of New Jersey now sponsors eight news commentaries in Spanish and Portuguese each week. Other sponsors have included RKO Pictures and E. I. duPont de Nemours & Co.

WTAG, Worcester, Mass., and its FM adjunct, W1XTG, have installed new sound effects equipment purchased from the local Architectural Woodworking Co., built from plans furnished by Ray Kelley of NBC.

SALES of radio receivers in Canada during 1940 were the highest on record, totaling 438,976 sets, compared with 370,568 in 1939, and 251,259 in 1938.

Godwin Named Manager Of WOR's FM Station; Program Policy Drafted

PROMOTIONS for several members of the program department of WOR, New York, became effective last week with the appointment of Charles Godwin, former production manager, as manager of W71NY, WOR's FM station, and the transfer from WOR of Tom Slater, announcer-producer, to MBS as coordinator of sports and special events for the network.

Two newly-created posts find Arthur Whiteside, former assistant production manager, moving up to replace Godwin, with a new title, daytime studio manager, and Carl Warren replacing Whiteside as announcer-producer with the title of nighttime studio manager. Eugene King, who has been heard on WOR with a daily program of music transcriptions, joins the announcing staff as replacement for Tom Slater. Alwyn Bach, 1931 Academy Award winner for diction, and Len Sterling, formerly of WLW, joins the announcing staff of W71NY.

W71NY's program policy aims at a comprehensive presentation of classical music, news, special features and educational programs and it avoids as much as possible duplication of WOR programs. Raymond Gram Swing's analyses of the foreign situation are carried without commercial continuity. Three transcribed musical programs are broadcast daily on W71NY, including *Symphonic Cycle*, 8-9 a.m.; *Luncheon Concert*, 1-2 p.m., and *Slumbertime Music* in the late evening. The FM station also broadcasts several program features, carried by MBS and not heard on WOR, including the Duluth Symphony Orchestra and the Chicago Symphony Orchestra concerts.

Commercial sales for W71NY will be handled by the WOR sales staff, which will stress an outlet with a restricted class-appeal, as against the large volume mass-appeal of WOR.

REL

FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

Shelby Promoted To New NBC Post

Named Development Engineer Nixon Is Named Assistant

ROBERT E. SHELBY, supervisor of NBC's television activities, has been appointed NBC development engineer, succeeding R. M. Morris, who recently joined the network's radio-recording division, according to C. B. Hanson, NBC vice-president and chief engineer.

Mr. Hanson announced promotion of George M. Nixon of NBC's development group to the post of assistant development engineer, succeeding W. A. R. Brown, a member of NBC's technical staff since the formation of the company, who has resigned to join the RCA central frequency bureau.

Mr. Shelby, a graduate of the U of Texas, joined NBC's engineering staff in 1929, later assuming charge of NBC's Empire State Bldg. television transmitter. Author of numerous technical articles on television, he includes among his activities the development of sound broadcasting apparatus and operating techniques.

He is a panel member of the National Television Systems Committee, of the standards committee of the Society of Motion Picture Engineers and of the television technical committee of the Institute of Radio Engineers. In his new position, he will have charge of all equipment design and development at NBC, and will continue to supervise television engineering activities.

Mr. Nixon, an NBC engineer since 1928 following a year in the operating department of the Electric Storage Battery Co., is best known for his work in studio acoustics, on which he serves as consultant for theatres and auditoriums as well as for broadcasting studios. He is a fellow of the Acoustical Society of America and a member of the AIEE and the IRE.

Mr. Brown leaves NBC after numerous technical posts with the company. From 1924 to 1927 he was transmitter engineer of WJZ, New York, now key station of NBC-Blue, and has conducted extensive studios in shortwave transmission and solar activities and is considered an authority in those fields.

A BMI TUNE, "Madam Will Drop Her Shawl", has been adopted as the feature song in a new film, "South of Panama", to be released April 15, starring Roger Pryor and Virginia Vale. BMI is putting out a new edition of the song with a title page identifying it with the motion picture. Words are by Sam Brown, WMCA announcer, and music by Herb Pine, trombonist in the "Hellzapoppin" orchestra.

DWIGHT McPEEK, formerly in charge of engineering schedules and operations group, has been transferred to the WBBM-CBS, Chicago, master control room replacing Frank Lehnert, who recently left for Camp Forrest. John Slatter, formerly assistant to McPeek, has replaced him, while William Voris, of WBBM-CBS page staff, has been appointed assistant to Slatter.

TOM HOLUP, formerly engineer at CJRM, Regina, Sask., and CKSO, Sudbury, Ont., has joined CKGB, Timmins, Ont., as control engineer. Norm Chaplin, Radio College of Canada graduate, has been appointed transmitter engineer of CKGB, and Vance Rafuse, assistant engineer.

W. J. HOWELL, of Pittsburgh, with Westinghouse for the past 10 years, recently was named assistant to the manager of the Pacific Coast District, Westinghouse E. & M. Co., succeeding Paul V. Whaley, who was transferred East.

JOHN PEOPLES, technician of KHJ, Hollywood, has been inducted into the Army.

RALPH BUEHLMAN, engineer of WJJD, Chicago, married Helaine Johnson March 24 at Davenport, Ia.

CECIL WALLACE has been named control operator of KRLD, Dallas.

BYRON I. JUDY, formerly of WHIS, Bluefield, W. Va., and WAKR, Akron, is now transmitter engineer at WBLJ, Dalton, Ga.

HARRY BERG, engineer of WJJD, Chicago, married Georgia Pemberton April 5.

HUGH ALLEN, formerly recording technician of Photo & Sound, San Francisco, has joined the engineering staff of KSFO, San Francisco.

NORMAN F. RUGEN has joined the engineering staff of WAAF, Chicago.

OLIVER G. COBURN, formerly at KDYL, Salt Lake City, is now chief engineer of KRKO, Everett, Wash.

EUGENE ELMER LOVEJOY, formerly chief engineer of KBND, Bend, Ore., is now with KGW-KEX, Portland.

RICHARD ERBE, recently with WGAU, Athens, Ga., has joined KINY, Juneau, Alaska, as operator-announcer.

WILLARD BOTTS, engineer of WIP, Philadelphia, has volunteered and enters the service to train wireless operators.

DICK SEITZ, engineer of WFIL, Philadelphia, is the father of a boy born March 25.

KENNETH TAYLOR, formerly of KTMS, Santa Barbara, Cal., has joined KERN, Bakersfield, Cal., as technician. He succeeds George Otte who resigned to enter military service.

JAMES McARDLE, KFRC, San Francisco, engineer, has been transferred to KHJ, Los Angeles, Don Lee network key station in Southern California.

BRUCE DENNIS, of Granbury, Tex., has been added to the engineering staff of WCBI, Columbus, Miss., replacing Vasco Rhoden who has joined WTOC, Savannah, Ga.

GARVIN B. COMBS Jr., formerly chief engineer of WTSP, St. Petersburg, Fla., is now aircraft radio engineer for Southwest Air Motive at Love Field, Dallas, Tex.

WILL DIERKEN, with several years in p. a. systems work, has joined the engineering staff of WBAL, Baltimore, as recording technician.

ROBERT De VILBISS, formerly KMTR, Hollywood, technician, has enlisted in the Army.

J. M. BALDWIN, chief engineer of KDYL, Salt Lake City, is the father of a baby girl.

REESE F. CLIFFORD, assistant personnel director of Western Electric at New York headquarters, has been promoted to personnel director.

JOE ROHRER, KOA, Denver, assistant control supervisor, has returned to his duties after a two weeks' illness.

BETTER FACILITIES FOR FIVE STATIONS

AN INCREASE in power from 1,000 to 5,000 watts fulltime, with a directional antenna for day and night use on 1300 kc., was given KOL, Seattle, by the FCC at its meeting April 1. WSTV, Steubenville, O., was granted a modification to increase from specified to unlimited time on 1340 kc. with 250 watts, and WLOG, Logan, W. Va., was granted an increase in power from 100 to 250 watts fulltime on 1230 kc.

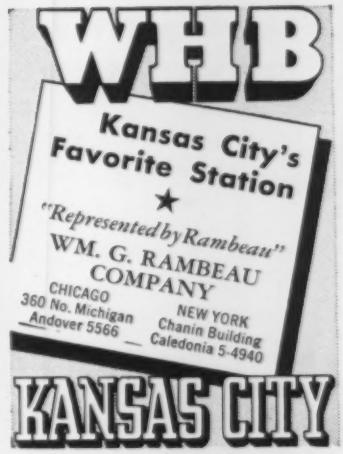
KCRC, Enid, Okla., was given a construction permit to install a directional antenna for day and night use and increase power from 250 to 1,000 watts on 1390 kc. with fulltime.

KGY, Olympia, Wash., was granted a construction permit to increase time of operation from unlimited, except when KTW, Seattle, is operating, to unlimited time on 1240 kc. with 100 watts day and night.

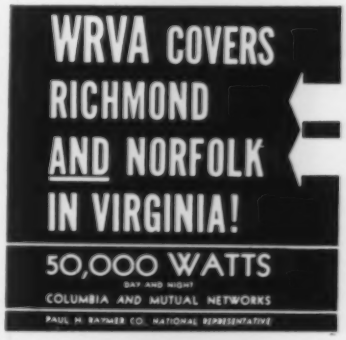
KGFJ and KFMB Sign New Pacts With IBEW

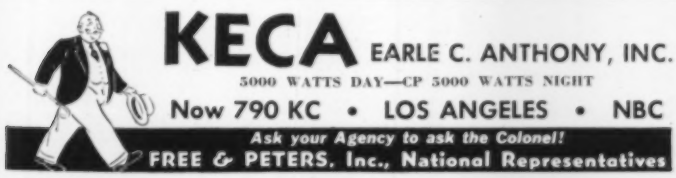
AFTER SEVERAL months of negotiation which included Superior Court litigation, KGFJ, Los Angeles, in late March signed a 100% union shop contract with Local 40, IBEW, [BROADCASTING, March 24]. Although KFMB, San Diego, Cal., has not yet started operation, the management in late March also signed an IBEW agreement. With technicians having organized several months ago, negotiations are under way with Don Lee Broadcasting System, Hollywood, for an agreement covering the four owned and operated stations of that network in California, KHJ KFRC KDB KGB, according to W. A. Kelly, IBEW international representative. It is claimed that KFAC KFVD and KIEV in the Southern California area will also shortly sign union shop contracts. Los Angeles area stations now operating under 100% IBEW agreement are KNX KFWB KMPC KFOX KMTR KGFJ.

KGFJ has also signed a guild shop contract with AFRA covering staff announcers. Agreement carries a minimum wage clause and other provisions of regular AFRA contracts. Negotiations leading to the contract were handled by I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA.



"Boy, I've got strength—like that WFDF Flint Michigan signal, now that it's 1000 watts on 910."




KECA
EARLE C. ANTHONY, INC.
5000 WATTS DAY—CP 5000 WATTS NIGHT
Now 790 KC • LOS ANGELES • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

WDRC

CONNECTICUT'S PIONEER BROADCASTER

RADIO RECIPE

Placing spot business? Choose the radio station which gives you complete coverage, and offers in addition the most attractive combination of programs and rate. In Connecticut's Major Market, WDRC fits this description perfectly.

Basic CBS for Connecticut

THE HOT SPOT

740

Between NBC's Red and Blue Networks on San Francisco Bay Area Dials.

KQW San Jose, Calif.

San Francisco Studios
1470 Pine St.

Reps.:
Reynolds-Fitzgerald, Inc.

May Seek Change in Law

(Continued from page 9)

try asks is to be heard when the time comes for making a new law," Mr. Ethridge's article concluded.

Mr. Ethridge pointed out that broadcasters "are perfectly willing to accept the President's word that the law is not clear enough to serve as a guide to the Commission." He observed that the industry feels that the key phrase of the 1934 law "public interest, convenience and necessity" has been "stretched to cover too many things".

Anticipated Move

Though the article was written months before the FCC move on newspaper divorcement had developed, Mr. Ethridge anticipated such a situation. He said there may be perfectly legitimate argument as to the extent to which newspaper ownership should go, but the Commission should recognize that incidental ownership has been a logical development and that part of it has been due to the Commission's policy.

"In the early days, there was no money in radio," he commented. "If there were to be any owners they had to be either capitalists or corporations with other sources of income. Newspapers, for instance, saw radio as a competing medium, as it has been, and hedged by acquiring stations. Other businesses got licenses for other reasons, but all of them poured money into the development of the industry. The Commission has not put the industry in position to stand entirely on its own feet."

A glance at the FCC's current roster indicates the extent to which it has gone in recent extreme regulatory moves. The Network Monopoly Report, now under final consideration, is the immediate order of business. Until it completes that study, possibly by the end of this month, it is not expected to set a date for the newspaper ownership hearing. And in setting the date, it reasonably is expected to give the newspaper group at least 30 days' advance notice to permit it to prepare its case.

Among its other current moves are the clear-channel breakdown issue, precipitated by its action on March 27 granting WHDH, Boston, fulltime on the 830 kc. clear channel; the unsettled state of FM development precipitated by its newspaper investigation order; the decidedly questionable status of television, which had been estopped from commercial operation a year ago; the new investigation ordered last week of AT&T long-line rates, as well as reverberations from other sources, among them the municipal police services, which have complained about being "pushed around" by the Commission on frequency allocations.

The FCC had another meeting on March 31 on the Network Monopoly Report and is about half-way through, moving up to page 70 of 136 pages. It has yet to receive from the law department a chapter on FCC jurisdiction under the existing act, which most of the respondents claimed it did not have. MBS alone, among the major industry entities, supported the FCC law department view that it has ample jurisdiction to regulate business aspects of broadcasting and the networks.

Gordon Gray Case

In regranting the application of Gordon Gray, identified with the R. J. Reynolds tobacco family, the FCC majority apparently did not invoke the letter of the newspaper ownership order, which specified that construction of FM facilities by any persons associated with the publication of newspapers should not be undertaken until after the Commission completed its investigation and decided on new policy. The station, a Class "C" or of the "super" type which would provide service in seven states, originally had been authorized a fortnight ago for Mt. Mitchell, N. C. Like a dozen others, it was automatically negatived by the newspaper order.

Counsel for Mr. Gray has pointed out, however, that he had applied for the station as an individual, rather than as the publisher of a newspaper. Moreover, the FCC had been notified of a change in control of the station, which would reduce Mr. Gray to the status of a minority stockholder. Mr. Gray is being considered for appointment to the Ethridge committee.

At its April 1 meeting, at which the Gray grant was reinstated, the FCC is understood to have rejected the application of the *Milwaukee Journal*, operating WTMJ, for a full commercial FM authorization, but did give it authority to operate its present experimental FM transmitter commercially. The *Chicago Tribune*, operating WGN, also sought regular authority for its new FM station and likewise is understood to have been denied the authorization.

With moves going forward on so many fronts and with the national defense situation striking increased tempo, broadcasters were in a quandary as to where to look for developments. Introduction of legislation for reorganization of the FCC, particularly if it gets Administration endorsement, probably would have the effect of transferring to the Capitol virtually all of the issues and of delaying FCC policy conclusions until action by Congress.

Anti-Trust Probe

On the other hand, the Department of Justice is gearing itself for further moves in the radio-entertainment field, to follow up its successes in procuring consent decrees from both ASCAP and from the broadcasting industry through BMI on copyrighted music performance. Assistant Attorney General Arnold announced several weeks ago that action would be taken against James C. Petrillo, czar of union musicians, but this has not yet materialized, although Mr. Waters and his staff have been active in the field. In some quarters it was thought the Department might withhold action against A F of M until such time as it could also open up on some of the network monopoly aspects. Until the FCC releases its final Network Monopoly Report, however, Mr. Arnold's staff probably will not be disposed to move.

ARTHUR A. HERBERT Sr., 67, treasurer of the American Radio Relay League, died April 3 in West Hartford, Conn.

It's WHERE You Get The COVERAGE That Counts!

After all, there's little percentage in delivering your sales messages to a few prospects on the Salt Flats of Utah. When you're *investing* your advertising money (or your client's) you've got to make each dollar count.

Glenn D. Gillett Field Strength Survey — 1939
Map Shows Coverage to the .1 MV/M Line

Well, the same thing holds true in Kansas. You can't cover Kansas without covering the *number one market in the state—Wichita!* Then it's reasonable to assume that your best buy is the station that delivers Wichita—that booming airplane center of the Middle West—and a healthy chunk of the rest of the state, plus northern Oklahoma. At any rate, that is exactly what other shrewd time buyers are doing. They, too, are naming KFH, the station that covers 70% of the radio families in the entire state and delivers 20% of the Oklahoma radio homes as a bonus.

That Selling Station For Kansas

KFH

WICHITA

The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • 5 KW NIGHT READY SOON—CALL ANY EDWARD PETRY OFFICE

"I know I'll have a good home now that I'm being advertised over WFDF Flint Michigan with its new kilowatt on 910."

PRESS FM CASES IN PENDING FILES

THE FCC announced last Friday that pending determination of policy or rules, if any, governing newspaper operation of stations, it has adopted a procedure of "holding in its pending files" all applications by newspaper interests for FM authorizations not acted upon before March 19, when the newspaper inquiry order was issued.

This procedure "will enable these applications to be considered as a group on the basis of Commission findings as the result of contemplated public hearings on the general question."

As provided under the inquiry order, the Commission said newspaper interests eligible for FM construction permits prior to the adoption of the order "are being issued such permits subject to the conditions that no construction shall be undertaken until the Commission has taken action on the newspaper ownership matter. Meanwhile, if any such newspaper interest can show to the satisfaction of the Commission that it should be allowed to go ahead immediately, it will be permitted to do so."

NAB By-Law Changes

SEVERAL proposals to amend the NAB by-laws, under authorization by the NAB board of directors, were submitted last Friday to the membership. Action is expected at the May 12-15 convention in St. Louis. The proposals would authorize nomination and election of six directors-at-large by vote in open session, approval of the succeeding year's convention site by the contention, reclassification of dues in higher station income brackets, and reallocation of territory effecting NAB districts 2, 3, 8, 9, 11 and 14.

Lyndon Test

LYNDON COSMETICS, Norwalk, Conn., through their newly-appointed agency, Albert Frank-Guenther Law, New York, is testing two announcements weekly on the *Ruth Marian Wells* participating program on WGAR, Cleveland. Company is promoting Lady Lyndon line of popular priced cosmetics.

MBS Billings Soar

MBS gross time sales for March totaled $513,774, a gain of 31.5% over the March 1940 figure of $390,813. Cumulative MBS billings for the first quarter of 1941 are $1,461,162, up 39.7% from the $1,046,191 total for the same period of 1940.

Pabst Sports

PABST SALES Co., Chicago (Blue Ribbon beer), on April 14 starts a six-weekly quarter-hour series, *Blue Ribbon Sports Review*, on 13 Texas State network stations. Shows will be heard 10:15-10:30 p.m. (CST) Mondays through Saturdays following the night baseball games played in the Texas League and will run throughout the season. Zack Hurt, veteran sports announcer who has been heard on the games for General Mills, will conduct the programs. Agency is Lord & Thomas, Chicago.

Renault Returns

L. N. RENAULT & SONS, Egg Harbor City, N. J. (wineries), is launching an extensive advertising campaign embracing radio newspapers, trade papers, national magazines, and car cards during the months of April and May for its line of Renault American champagne and American vermouths. Returning to radio for the first time this year, a larger schedule has been arranged, with the addition of WOR, New York, for three five-minute periods weekly with Ed Fitzgerald's man-about-town program. Remainder of the schedule calls for 369 live spot announcements, using five a week on KQV, Pittsburgh, and 18 a week on WPEN and WDAS in Philadelphia. Agency is Gray-Rogers Adv., Philadelphia.

Nitragin Series

NITRAGIN Co., Milwaukee (Nitragin Inoculate), during March started a six-week varying schedule of one-minute spot announcements on approximately 18 stations [BROADCASTING, March 24]. Western Adv. Agency, Racine, Wis., handles the account.

Redivision of Ownership In WSJS Is Ordered

COMPLYING with a suggestion of FCC attorneys, Gordon Gray, who has held 99.8% of the common stock and 18.1% of the preferred stock in Piedmont Publishing Co., Winston-Salem, N. C., licensee of WSJS, has agreed to a redivision of stock so that voting control will be shared by the 86 present preferred stockholders. The company also publishes the *Winston-Salem Journal* and *Twin City Sentinel*.

The corporation, it was disclosed, entered into commitments with reference to the preferred stock, when it acquired the newspapers and radio station. These were not met at the end of a required three-year period, and the preferred stockholders, some of them Mr. Gray's relatives, became entitled to voting privileges. Under the new setup Mr. Gray will actually vote 18.1% of the outstanding stock. Mr. Gray is also a large stockholder in R. J. Reynolds Tobacco Co. There are no plans to change either the officers or directors of the corporation, or the management of the newspapers and radio station.

AFRA-WGN Pact

SIGNING of an agreement with WGN, Chicago key outlet of MBS, for a minimum salary of $51 a week for sound men, gives the American Federation of Radio Artists a closed shop in every major Chicago station, covering both technicians and artists. First AFRA contract went into effect in April, 1940, when sound men were raised from $25 to $40 a week. The new pact with WGN for the $51 weekly minimum is effective April 23, holding until Nov. 1, 1943.

More Socony News

SOCONY-VACUUM OIL Co., New York, has added a daily quarter-hour news program on KSO, Des Moines, and WNAX, Yankton, making a total of 39 stations now carrying the sponsor's newscasts. J. Stirling Getchell, New York, is agency.

BMI Tunes in Movies

BROADCAST MUSIC Inc., through Harry Engel, Pacific Coast manager, has placed four new songs with Stephens-Lang Inc., Hollywood film producers, for the next Dr. Christian picture to be released through RKO. Written by Jack Owens, Claude Sweeten, David Gregory and Al Moss, the songs are *When Love Is New, Make Believe Land of Dreams, Get Alive*, and *The Rhythm Is Red, White & Blue*. BMI has also closed a deal with Walt Disney Studios for publication of the song, *The Reluctant Dragon*, from the feature cartoon of the same title to be released about May 1. Song was written by Charles Wolcott, Ed Penner and T. Hee.

Leprohon Gets CKAC Post

LOUIS LEPROHON, salesman of CKAC, Montreal, has been promoted to national and local sales manager, it was announced April 3 by Phil Lalonde, manager. Paul Lane Carpentier, from Brebeouf College, has been added to the announcing staff.

SOCIETY CLUB HATS Corp., New York, is staging a spring spot campaign on 12 stations, using 5 announcements on WPRO WSNJ WSOC WCAX WHIS WCOU WLBZ WCOS WRNL WCHS WITF. Agency is Gussow-Kahn & Co., N. Y.

A MONEY MAGNET!

WAIR advertisers CASH IN on the magnetic force we've built in this money-making, money-spending territory. Better hurry up and JOIN—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

FOR THE N.A.B. CONVENTION
in St. Louis

Stay At The
Headquarters Hotel -
Center of Activity

New Hotel Jefferson
THE ARISTOCRAT OF ST. LOUIS

800 ROOMS FROM $3.00
AIR CONDITIONED

KFRU

IN COLUMBIA, COVERS THE HEART OF MISSOURI

Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.

1400 KC. ★ 250 WATTS

Studio Notes

KVCV, Redding, Cal., is taking a major role in cooperative educational broadcasts in the Northern Sacramento Valley. Since the start of the current school year KVCV has carried a total of 15 programs written and produced by elementary school children. Besides the elementary school broadcasts, KVCV carries a similar program weekly from the Shasta County High School, written and produced by students.

KGKB, Tyler, Tex., recently turned over its entire studios and control room to local high school students for a day as part of classes in radio which are being held. James Ulmer Jr., son of Dr. Ulmer, station owner, was in charge of the transmitter operation. Young Ulmer, though only a high school student, is a licensed commercial operator holding a first class telephone license.

SATIRE on MBS's program, *Keep Fit to Music*, heard over KWK St. Louis, each week-day morning, was presented at annual Gridiron Dinner of the Women's Advertising Club of St. Louis held recently. The skit, titled "Keeping Fit With Fanny", showed a divided stage with two exercising listeners on one side and on the other, the radio studio where a feminine announcer reclined at ease and enjoyed a chocolate soda while broadcasting the exercises. Skit was written by Beatrice Adams, copywriter of Gardner Adv. Co., and Claire Harrison, continuity director of KWK.

WGN, Chicago, has been awarded a silver plaque by the American Legion, Department of Illinois, for "public service and cooperation with the American Legion in many fields of endeavor".

Hookey Plot

ALERTNESS of an announcer at WBRK, Pittsfield, Mass., can be credited with the foiling of perhaps the greatest schoolboy plot in history, wholesale hookey, for the entire city. A lad called the studios early one morning stating that he was calling for the local superintendent of schools and asked that WBRK broadcast an announcement of no school that day. WBRK usually is the official organ for such announcements but the announcer on duty suspecting a hoax decided to check back with the superintendent's office. Result was an expose of the scheme.

IN RESPONSE to a request of WBAP, Fort Worth, for advice from listeners on the desirability of a third anniversary show for the *Thirty Minutes Behind the Walls* program, 221,507 listeners in 43 of the United States, Canada, Mexico and Hawaii voted for the full hour show March 19. The broadcasts originate in the State prison at Huntsville and were cited in the George Foster Peabody awards March 29 for "distinctive public service".

STAFFS of WTAG and W1XTG, Worcester, *Worcester-Telegram*, *Evening Gazette* and *Sunday Telegram* participated in a celebration at the local Hotel Bancroft March 31 in honor of radio and newspaper expansion in that community. Wrist watches were presented to all 25 year employes and entertainment featuring Everett Marshall, singing star of stage and screen, was furnished.

FOR THE second consecutive year, WNEW, New York, has been honored by the American Legion with a scroll commending its activities in promoting Americanism through its series of Legion broadcasts.

IN LINE with its policy of classical music, WNYC, New York's municipal station, on March 29 started a Saturday noon opera series, which offers complete recordings of the best known operas.

TO MEET the demand for trained radio writers, a workshop course in radio script writing will be offered during the spring term of the Writers' School, New York, under direction of Helen Bergovoy, writer for the Columbia Workshop. All types of scripts will be considered in the course, starting April 21.

WBBM, Chicago, has started a series of weekly half-hour programs from Camp Forrest near Tullahoma, Tenn., designed to give a complete picture of Illinois 33d Division army life. The programs have been made available to other stations.

WOAI, San Antonio, featured on a recent broadcast of *Army Life* from Dodd Field, Fort Sam Houston, an interview of Dan Edwards, soldier of fortune, who was with the BEF at the evacuation of Dunkerque last year. *Army Life* program is a weekly presentation each Sunday from Dodd Field by Hoyt Andres.

COOPERATIVE agreement between WOWO, Fort Wayne, and the *Indiana Farmer's Guide*, hoosier farm newspaper, has been arranged so that the station receives a half-page ad in each issue of the paper in return for sponsorship three days each week of *Jim Conway's Office*, a WOWO farm feature of Jim Conway, station farm program director.

WFBM, Indianapolis, on April 1 started *John Doe Meets the Pro*, a weekly quarter-hour interview which features a professional golfer on each program. Lee Harris, recent addition to the station's sports staff, is in charge.

GUY LOMBARDO, whose orchestra is heard Monday nights on CBS for Lady Esther, Chicago, is sponsoring a Glee Club contest among the 352 Boys' Clubs of America in connection with the observance of Boys' Club Week, which starts May 19.

TEA-TIME note will be struck in the weekly half-hour *High Tea in the Sky Room*, which starts April 10 for 13 weeks, on KMPC, Beverly Hills, Cal., under cooperative sponsorship of W. & J. Sloane Co., Elizabeth Arden Sales Corp., Alexander Perino (restaurants), and Saks Fifth Avenue (department store). Weekly show will feature newly-discovered professional talent. Percentage of tea-time proceeds will be turned over to charity. Ed J. Holden, head of Holden Associates, Hollywood agency, will be producer, with Lillian Glen Prouty, script writer.

FIRE VISITED the offices over the studios and control-room of WGKV, and the deluge of water directed at the blaze leaked down through the ceiling into WGKV. Firemen chopped holes in the floor, loosing a flood of water on the control-room equipment of WGKV. A salvage-tarpaulin was spread over the control panel, mikes, and speech-rack in the control room. This picture was taken after things were under control. The announcer on duty was George Kent who was doing a transcribed show at the time, and the problem of announcing, working two turntables, and keep the canvas off the turntables accounts for his harassed look. The show, of course, went on!

KXOK, St. Louis, as part of an appearance of a local high school nature club on the *Pickin' The Air Packets*, a daily feature of the station, featured an assortment of reptiles on the broadcast. Rattle of a Missouri rattlesnake as its venom was being extracted and hissing and snapping by ten other snakes and four turtles was aired.

CFRN, Edmonton, Alta., has completely remodelled and now has three studios and adjoining control rooms. New RCA studio equipment was installed, including a new console. The station recently increased to 1,000 watts.

KGY, Olympia, Wash., moved into new studios and business offices in the Rockway-Leland Bldg. March 29.

NBC-Chicago Boom

REVENUE for the first quarter of 1941 for the two NBC Chicago stations, WMAQ and WENR, is 16.1% ahead of the same period last year, according to figures compiled by M. M. Boyd, NBC Central Division spot sales manager. With 28 accounts booked on the two stations during March, billings for the month on WMAQ are the highest on record for the station. Billings for WENR during March also are the highest in history, with the exception of October, 1940, when political broadcasts added to the station's revenue.

My P. W. S. (Popularity With Sponsors) is soaring because I tuck each one under my wing and give them all the benefit of my "pull" with 1,600,000 Cincinnatians. Takes BIG wings to cover 231⅓ sponsored quarter hours a week (77.7% of them renewals)—but there's always room for one more.

NBC RED AND BLUE

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

BEFORE YOU'RE UP--- YOUR SALES CAN BE!

While you're still deep in slumber, deep South farmers dial WWL to hear Dixie's Early Edition. Pull? 167,980 letters first year! Available on participating basis. Plant your product in this all-farm, all-star BUY!

(5 to 7 A.M. Daily)

WWL NEW ORLEANS

50,000 WATTS

The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS

1050 Kc.

Farm Service Programs And Defense Problems Discussed at Conference

SUPPLEMENTING their background on the impact on agriculture of the war abroad and this country's defense program, 30 farm program directors from stations all over the country met in Washington April 7-8 with officials of the Department of Agriculture. The meeting, called by Secretary of Agriculture Wickard, is similar to those held annually for farm editors of newspapers and magazines. It is the first of its kind for radio.

Following a talk by Secretary Wickard, the group was to hold roundtable discussions with other Department officials. On Tuesday the visiting farm editors were to visit the U. S. Agricultural Research Center at Beltsville, Md.

At conclusion of the two-day Department of Agriculture session, representatives of nine clear-channel stations are scheduled to meet Wednesday with Victor A. Sholis, director of the new Clear Channel Broadcasting Service office in Washington. Mr. Sholis plans to review with the clear-channel farm editors plans to expand rural program service by these stations.

Farm service directors and editors, along with several station managers, scheduled to attend the Department of Agriculture meetings include:

William Drips, NBC director of agriculture; Charles Stookey, CBS agricultural editor; Harry Stone, general manager, and Louis Buck, WSM, Nashville; Charles Shoffner, WCAU, Philadelphia; John Merrifield, WHAS, Louisville; Glenn Snyder, general manager, Art Page and Harold Safford, WLS, Chicago; Ed Mason, WLW, Cincinnati; Bill France, WSB, Atlanta; Thomas Murray, WHAM, Rochester; Herb Plambeck, WHO, Des Moines; Woody Hattie, WWL, New Orleans.

Lee B. Wailes, Westinghouse director of broadcasting; John Thorpe, KYW, Philadelphia, and Franklin Tooke, WOWO, Fort Wayne, Ind.; Jesse Buffum, WEEI, Boston; Grady Cole, WBT, Charlotte; Earl Williams, KFAB, Lincoln; Harold Azine and John Zufall, WBAL, Baltimore; Rex Davis, WCKY, Cincinnati; G. Emerson Markham, WGY, Schenectady, in charge of General Electric agricultural broadcasting; John Hayes, WOR, New York; Paul W. Morency, manager, and Thomas C. McCray, WTIC, Hartford, Conn.; Richard Velz, WRNL, Henry Hutcheson, WMBG, Walter R. Bishop, WRVA, Richmond; Charles Worcester, WNAX, Yankton, S. D.

RED BARBER, sportscaster of WOR, New York, has signed with Pathe News as narrator and consultant for its sports newsreels and shorts. Barber will handle all sports except racing, currently described by Clem McCarthy, and will work with Joe Walsh, Pathe editor.

CRYSTALS by
HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

GAVEL FROM KDKA
Fashioned for First Sponsor From Original Tower

JOSEPH HORNE Co., Pittsburgh department store, which claims to have been radio's first advertiser, paid a unique tribute to the broadcasting industry at the semi-annual meeting of the Retail Research Assn. last month in Miami. As it was the custom for one of the 22

member stores to present a gavel to A. Lincoln Filene, president of the association, at each meeting, it came the turn of the Joseph Horne Co. to make the presentation.

The store asked KDKA, Pittsburgh, for a small piece of the original antenna pole used by Frank Conrad in his early experiments which led to the founding of the pioneer Westinghouse station. This was fashioned into the gavel and presented to Mr. Filene with a letter of authentication from Dr. Conrad. Here James B. Rock (right), manager of KDKA, hands the gavel to W. H. Burchfield, president of Joseph Horne Co.

Joseph Horne also distributed at the gathering an attractive booklet, *How Radio Broadcasting Began*, sketching the early history of broadcasting and how Horne's became radio's first retail advertisers after being partially responsible for the actual establishment of KDKA.

H. C. MULBERGER Inc., Milwaukee agency, has organized Atomic Research & Engineering Co., as a subsidiary, to analyze various products manufactured by its clients and to aid in the development of new products. Mr. Mulberger is director of research. The research and experimental staff comprise of Charles Kruse, instructor of electronics, radio and sound engineering at the Milwaukee Vocational School; Dr. Gabriel del Pilar Flores, research chemist; Leland H. Snyder, former director of development and research of the Bendix Corp., South Bend; A. C. (Tony) Lange, president of the Lange Aviation Corp., Milwaukee.

"I'm right pleasured since WFDF Flint Michigan went a killy-watt on 910. It's so loud naow I don't have to carry Pappy indoors to hear it."

NIGHT BALL GAMES BOUGHT ON WNEW

UNDER joint sponsorship of General Mills, Minneapolis (Wheaties), and Lever Bros Co., Cambridge, Mass. (Lifebuoy), WNEW, New York, will broadcast the entire schedule of 11 night games, home and abroad, played by the Brooklyn Dodgers. Play-by-play and between inning commentaries will be handled by Red Barber and Al Helfer, sportscaster covering the games by day under the same sponsors on WOR, New York.

The broadcasts will be heard on WNEW from approximately 9 p.m. until conclusion of the game. The first takes place May 28 in Philadelphia between the Dodgers and the Philadelphia National Leaguers. Agency for General Mills is Knox-Reeves, Minneapolis, and Wm. Esty & Co., New York, is the Lifebuoy agency.

Oil Brings Gold to
ILLINOIS
Oil gushers are daily increasing the wealth of the already rich WSOY area. Oil, soy beans, abundant grain crops and hundreds of manufacturing plants give this area ALL the characteristics of an active, responsive test market.
250 WATTS • 1340
FULL TIME
Sears & Ayer, Nat'l Reps.
DECATUR, ILLINOIS
WSOY

WE DON'T TRAVEL THE PRIMROSE (Ky.) PATH!

Sure, WAVE gets around—but we aren't *boasting* of our coverage in Primrose, Pyramid or Plutarch (Ky.)! The loss is small when you consider that the Louisville Trading Area—which WAVE covers completely—*normally* buys *twice as much* as the rest of Kentucky combined, *now* buys even *more* because of *extra* defense payrolls in excess of $1,150,000 a week! *This* is the productive path in Kentucky—and it's paved with sales for WAVE's advertisers! Shall we hit the trail for you?

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS 970 K. C. N. B. C.
FREE & PETERS, INC., NAT'L REPRESENTATIVES

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

MARCH 29 TO APRIL 4, INCLUSIVE

Decisions . . .

MARCH 29

MISCELLANEOUS—WNYC, New York, dismissed without prejudice petition intervene application Camden Broadcasting Co.; NEW, Butler Radio Inc., Tyler, Tex., dismissed motion to amend application to 1400 kc under treaty; NEW, Ralph L. Lewis, Greensboro, N. C., dismissed motion to amend application to 1400 kc under treaty; NEW, CBS, Boston, passed petition to intervene in hearing on Outlet Co., Providence, FM and FCC on own motion continued hearing now set for 4-7-41 to 4-21-41 on application Yankee Network, Worcester Telegram Publishing Co. and CBS for new FM station; WJAR, Providence, passed petition to intervene and enlarge issues re applications Yankee Network and Worcester Telegram Publishing Co.; CBS, Boston, passed motion to grant amendments to change frequency of FM application; NEW, Symons Broadcasting Co., Ellensburg, Wash., granted continuance hearing 60 days; WAGA, Atlanta, passed motion for leave to amend application re directional antenna for CP change frequency etc.; WBAX, Wilkes-Barre, Pa., denied continuance oral argument set for 3-31-41 re application license renewal; KMLB, Monroe, La., granted motion continue hearing 30 days from 3-31-41; WDAS, Philadelphia, FCC on own motion consolidated hearing and continued to 5-26-41 on renewal applications of WCAM, WCAP, WTNJ and for CPS for Trent Broadcast Corp., WTNJ, WDAS, with motion of WDAS to continue hearing dismissed; NEW, Mollin Investment Co., Riverside, Cal., denied as in default application CP, applicant failing to appear and offer evidence.

MARCH 31

W71NY, New York—Granted temporary authority FM commercial 47.1 mc 1 kw to 5-17-41 pending completion of CP.

WMVA, Martinsville, Va.—Granted modification CP new station 1420 kc 100-250 w unl., for change to 1450 kc under treaty.

KSCJ, Sioux City, Ia.—Granted modification CP directional N, increase power, for change in directional antenna on 1360 kc under treaty.

WNYE, New York—Granted extension temporary authorization to continue to operate non-commercial educational station on 41.1 mc to 4-30-41 pending action on CP.

W2XOY, New Scotland, N. Y.—Granted extension temporary authority FM 43.2 mc 2,500 watts to 4-30-41.

APRIL 1

WBAX, Wilkes-Barre, Pa.—Denied license renewal and given until 7-1-41, 3 a.m., to get off the air.

NEW, David Rosenblum d/b Butler Broadcasting Co., Butler, Pa.—Granted CP 680 kc 250 w D.

WSTV, Steubenville, O.—Granted modification license to 1340 kc 250 w unl.

WBRK, Pittsfield, Mass.—Granted consent assign license to Monroe B. England.

KOL, Seattle—Granted CP increase to 5 kw directional N & D.

WLOG, Logan, W. Va.—Granted CP increase to 250 w N & D, change equip.

KGY, Olympia, Wash.—Granted CP new antenna, increase to unl.

SET FOR HEARING—NEW, Colonial Broadcasting Corp., Norfolk, Va., CP 1200 kc (1230 under treaty) 250 w unl.; WABY, Albany, modification license to 1240 kc under treaty, 250 w N & D.

APRIL 2

WCNW, Brooklyn—Granted modification temporary authority to increase N to 250 w.

WLAC, Nashville—Granted amended CP to increase to 50 kw directional N, new transmitter.

WOMI, Owensboro, Ky.—Granted consent transfer control to L. W. Hager, W. B. Hager and George M. Fuqua, representing 191 of 200 shares issued and outstanding capital stock for $19,100.

WSAN, Allentown, Pa.—Granted amended CP increase from 500 w to 5 kw new transmitter, directional N & D.

KCRC, Enid, Okla.—Granted CP directional N & D, new transmitter, increase to 1 kw 1390 kc.

SET FOR HEARING—WTMV, E. St. Louis, CP change to 1540 kc under treaty increase to 500 w 1 kw D, move transmitter, new equipment, antenna; WREN, Lawrence, Kan., adopted order setting for hearing application increase N to 5 kw etc., and order of 2-26-41 granting application in part is vacated.

MISCELLANEOUS—KCRC, Enid, Okla., granted request dismiss petition for hearing directed against action of 10-22-40 granting KLPM application increase power, and dismissed said petition for hearing; KCRC, Enid, Okla., granted request to dismiss rehearing petition directed against action of 10-22-40 granting application of WTJS for CP; WCBA, Allentown, Pa., dismissed with consent of applicant application CP increase to 5 kw, new transmitter, directional N & D; KRBC, Abilene, Texas, adopted order denying petition for reconsideration and grant without hearing application CP change to 940 kc 1 kw etc., and amended notice of hearing to specify issues; WCNW, Brooklyn, dismissed petition for reconsideration of proposed conclusions; WARM, Scranton, Pa., dismissed as unnecessary motion for leave to amend application for license to cover CP 1370 kc 250 w unl.; KWBG, Hutchinson, Kan., granted leave to amend application for transfer of control to substitute Stanley Marsh for O. L. Taylor, and removed application from hearing docket; NEW, King-Trendle Broadcasting Corp., Pontiac, Mich., granted dismissal application CP 1440 kc 250 w unl.; KUSD, Vermillion, S. D., granted withdrawal without prejudice application CP change to 660 kc 500 w D; WSNJ, Camden, N. J., granted dismissal without prejudice application CP IV synchronized with WSNJ, located at Camden; KOWH, Omaha, granted dismissal without prejudice application CP change to 890 kc 5 kw unl. directional N.

APRIL 3

KRBA, Lufkin, Tex.; KSAM, Huntsville; KTBC, Austin; KNET, Palestine; KGFI, Brownsville; KGKB, Tyler—Proposed findings for revocation of licenses vacated, Payne dissenting.

WAPI, Birmingham—Granted temporary extension license.

WIBG, Glenside, Pa.—Granted temporary authority LS Glenside to LS Knoxville to 4-27-41.

WMRF, Lewistown, Pa.—Granted modification CP new station to 1490 kc under treaty.

KPOW, Powell, Wyo.—Granted modification CP new station to 1230 kc under treaty.

KLS, Oakland—Granted modification CP increase power etc. to 1310 kc under treaty.

KFMB, San Diego—Granted modification CP to 1450 kc under treaty.

WSOC, Charlotte, N. C.—Granted modification CO to 1240 kc under treaty.

MISCELLANEOUS—NEW, CBS, Boston, granted motion change to 43.5 mc for new television station, denied consolidation of hearing of Yankee Network, Worcester Telegram Publishing Co. and CBS for new television station and hearing continued indefinitely on Worcester application, denied intervention on application Outlet Co., Providence, new television station; WJAR, Providence, dismissed petition to intervene hearing on application of Yankee Network, Worcester Telegram Publishing Co. for television, granted enlargement issues, and on own motion consolidated hearing on application of WJAR and Yankee Network; WAGA, Atlanta, granted amendment application to 5 kw N & D directional, re change in frequency, increase power, application removed from hearing docket; WQBC, Vicksburg, Miss., dismissed motion withhold further action on modifcation CP pending filing of amendments.

APRIL 4

KSWO, Lawton, Okla.—Granted modification CP new station for new transmitter, 1150 kc under treaty.

WBIG, Greensboro, N. C.—Granted modification CP increase power to 1470 kc under treaty.

WJAR, Providence—Granted modification CP increase power etc. for 1470 kc under treaty.

WHBF, Rock Island, Ill.—Granted modification CP increase power etc. for 1270 kc under treaty.

WGEO, Schenectady—Granted CP new transmitter.

NEW, Central Carolina Broadcasting Corp., Burlington, N. C.—CP 890 kc 250 w D dismissed wihtout prejudice.

Applications . . .

APRIL 1

WRC, Washington—Modification of CP as modified for 980 kc under treaty.

WJPR, Greenville, Miss.—CP change to 1600 kc under treaty 1 kw new transmitter, amended re transmitter.

WTOC, Savannah—Modification CP as modified for 5 kw N & D, change directional N, 1290 kc under treaty.

NEW, San Diego Unified School District, San Diego—CP 42.3 mc 1 kw unl. FM.

APRIL 3

NEW, Nashville Radio Corp., Nashville—CP 1380 kc 1 kw unl. directional, amended to 1410 kc under treaty.

NEW, Park Cities Broadcasting Corp., Dallas—CP 710 kc 5 kw unl., amended re stock ownership and finances.

WEBC, Duluth—Modification CP change antenna N, and 1320 kc under treaty.

WHBL, Sheboygan, Wis.—CP increase to 1 kw N & D directional N, amended to 1330 kc under treaty, change antenna.

WJOB, Hammond, Ind.—CP increase to 250 w.

WCBS, Springfield, Ill.—CP change to 1170 kc 1-5 kw new transmitter directional N & D, move transmitter.

KFBB, Great Falls, Mont.—Modification CP change antenna, 1310 kc under treaty.

KECA, Los Angeles—Modification CP change directional antenna N, 790 kc under treaty.

KWAL, Wallace, Ida.—Voluntary assignment license to Silver Broadcasting Co.

KICA, Clovis, N. M.—CP change to 1210 kc 250 w, new equipment, amended to be contingent on grant of KFYO application.

APRIL 4

WBAL, Baltimore—Modification CP for 1090 kc under treaty.

NEW, Rock Hill Broadcasting Corp., Rock Hill, S. C.—CP 1350 kc 50 w D.

KWLC, Decorah, Ia.—Modification CP for 1240 kc under treaty.

KMMJ, Grand Island, Neb.—Authority transfer control to Grand Island Independent Pub. Co. by sale of 50 shares common stock.

WOWO, Fort Wayne—CP increase to 50 kw unl., amended to 1190 kc under treaty.

NEW, Boston Edison Co., Boston —CP 44.7 mc 6,930 sq. miles, 3,075,927 population.

KRLH, Midland, Tex.—Modification CP to 1230 kc.

WSJS, Winston-Salem, N. C. — Modification CP to 5 kw, new transmitter, directional N & D; transfer control from Gordon Gray to 87 individuals.

KFIO, Spokane — CP new transmitter, change to 1230 kc 250 w unl.

KMO, Tacoma, Wash.—Modification CP for new transmitter.

NEW, Hugh McClung, Fresno — CP 1590 kc 5 kw unl.

Tentative Calendar . . .

APRIL 10

NEW, Granite District Radio Broadcasting Co., Murray, Utah—CP 1490 kc 250 w unl.

APRIL 11

KGNO, Dodge City, Kan.—Modification license to 1340 kc 500 w 1 kw D unl.

APRIL 14

WTMC, Ocala, Fla.—Revocation of license, to be held in Ocala.

APRIL 17

WDLP, Panama City, Fla.—Revocation of license, to be held in Panama City.

APRIL 21

WPAY, Portsmouth, O.—Transfer of control; renewal license.

NEW, Yankee Network, Boston; NEW, Worcester Telegram Publishing Co., Worcester, Mass.—CP 44.3 kc and 43.1 kc respectively.

APRIL 30

KMLB, Monroe, La.—CP 1410 kc 1 kw unl. directional N.

MAY 14

WHB, Kansas City—CP 710 kc 5 kw directional unl.

WTCN, Minneapolis—CP 710 kc 10 kw unl., directional N.

MAY 21

NEW, High Point Broadcasting Co., High Point, N. C.—CP 1370 kc 100 w unl.

NEW, Ralph L. Lewis, Greensboro, N. C. —CP 1370 kc 100 w unl.

MAY 26

WCAM, Camden, N. J.—Renewal license.

WCAP, Asbury Park, N. J.—Renewal license.

WTNJ, Trenton, N. J.—Renewal license; CP 1230 kc 1 kw unl. directional N & D.

NEW, Trenton Broadcast Corp., Trenton, N. J.—1230 kc 1 kw unl. directional N & D.

JUNE 2

NEW, Symons Broadcasting Co., Ellensburg, Wash.—CP 1110 kc 1 kw unl.

"6 WAYS TO KILL FEED BACK," says Chief Engineer

"If you're on warpath for feedback or reverberation, Western Electric 639B 6-way Cardioid Mike is best weapon," says the Chief. "Select any one of six pick-up patterns at turn of switch—adapt microphone to practically any set-up."

Get full details. Write Graybar Electric Co., Graybar Building, New York, N. Y.

Western Electric

WANTED

Experienced radio-time salesman between 22 and 35 years old, for popular 1000 watt regional station, located in a Middle Atlantic State and serving a primary area of 1,700,000 people. Chance for advancement. Replys will be held in strict confidence. Send complete qualifications and photo to Box 327, BROADCASTING.

Merck Tests Spots

MERCK & Co., Rahway, N. J., is testing one-minute spot announcements twice daily on KYW, Philadelphia, for Di-Chloricide, a crystalline moth preventative compound. More stations will be added if the test is succesful. Charles W. Hoyt Co., New York, is agency.

WBRK Sale Approved

MONROE B. ENGLAND, retired clothier of Pittsfield, Mass., was authorized by the FCC to purchase WBRK, Pittsfield, for a reported sum of approximately $60,000. He bought the station from Harold Thomas, operator of WATR, Waterbury, Conn., who established it about two years ago. The station operates with 250 watts on 1340 kc. Mr. Thomas is also holder of a construction permit for the 250-watt WNAB at Bridgeport, Conn., scheduled to operate on 1450 kc.

Vel Suds Test

COLGATE-PALMOLIVE-PEET Co., Jersey City (Vel Soapless Suds), on April 5 started a 10-minute participation in the weekly *Saturday Morning Open House* program on WCCO, Minneapolis. Contract is for 13 weeks. Agency is Sherman & Marquette, Chicago.

P & G Disc Hour

WITH the addition of the quarter-hour serial *Vic & Sade* on March 31, WOR, New York, is presenting a complete hour of Procter & Gamble Co. shows five times weekly via transcription. Programs are *The Goldbergs* for Oxydol, 8:15-8:30 a.m.; *Vic & Sade* for Crisco, 8:30-8:45 a.m.; *Kitty Keene* for Duz, 8:45-9 a.m. and *Life Can Be Beautiful* for Ivory Flakes, 10:30-10:45 a.m. Compton Adv., New York, is agency for Crisco, Duz and Ivory Flakes, while Blackett-Sample-Hummert, Chicago, is the Oxydol agency.

J & J Breaks

JOHNSON & JOHNSON, New Brunswick, N. J., has started a campaign for Tek toothbrush on 36 stations. Company will use 50-word evening station break announcements seven time a week. Ferry-Hanly Co., New York, is agency.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Experienced Announcer — With operator's license. If you have selling experience it will help. Box 344, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kans.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 336, BROADCASTING.

Openings On Hand! — For qualified employees—every department—announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Situations Wanted

Announcer-Program Director — 36, news, patriotic shows, experienced. References-recording available. Box 331, BROADCASTING.

Chief Engineer — Competent, cooperative. Take complete charge. Make engineering department click. Employed. Box 326, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis—you can't lose. Box 328, BROADCASTING.

Announcer-Producer-Continuity—Two years' metropolitan local-regional experience. Draft-exempted. College. Go anywhere. Box 334, BROADCASTING.

Announcer—Wishes connection with eastern network affiliate. Thoroughly trained in news, ad lib and general assignments. Has tested early morning chatter show. Network endorsement. Thirty years old. Married. College education. Address Box 329, BROADCASTING.

Newsman—Five years' experience writing news on one of the nation's largest stations; newspaper background; have written both feature and spot news broadcasts for nationally known commentators; married with family and desire permanent location. Box 332, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 330, BROADCASTING.

Young, Experienced — Merchandise, publicity, radio manager and salesman desires to make change. 34 years old, 11 years' experience in handling all types of accounts. Will furnish good references. At present disposing of interest in station in North prefers location in South. Box 339, BROADCASTING.

Situations Wanted (Continued)

Announcer—Ten years' radio background; five years with metropolitan 5 kw station; assistant program director; free-lance all networks; transcription available. Box 335, BROADCASTING.

Advertising — Publicity, printing; nine years' work on ads, broadsides, catalogues, displays, copy, layout, know art, all mechanics, all printing processes; 30, draft deferred. Box 338, BROADCASTING.

National Sponsors Placed Accounts With This Newscaster—In tough New York metropolitan area. Local sponsors satisfied, too. Combination newscaster-news-editor, announcer, draft exampt, newspaper experience. Moderate salary. Box 333, BROADCASTING.

Experienced Announcer—Specialist in patter show, baseball, news or straight staff assignments, desires opportunity with progressive metropolitan station. Ten years in radio, now employed staff announcer 5KW network affiliate. Employer knows of this advertisement and will give best references. Experience includes both network and local station work, now doing patter show with big mail pull. Especially interested in taking over or developing own patter show with patters or staff talent. Box 343, BROADCASTING.

For Sale

Piano Trucks—Colson adjustable, two. Good condition. $20.00 each. f.o.b. Los Angeles. KFI-KECA, Los Angeles.

For Sale—Used Western Electric 5 Kw transmitter complete, good record of performance. Box 337, BROADCASTING.

Two 125 Ft. Towers—Can be extended 50 to 75 feet or carry FM tower. Immediate delivery. WGBF, Evansville, Indiana.

For Sale—78B RCA DeLux Audio Amplifier equipment complete with control console and 64A cabinet speaker. Will handle two studios, two turntables, and two nemos; also RCA microphones. Box 342, BROADCASTING.

Wanted to Buy

Will Buy Majority Stock—In radio station. Box 341, BROADCASTING.

Want to Buy Used 5 Kilowatt Transmitter.—Give particulars. Box 340, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

AFCCE
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

WBAX Is Refused Plea for Renewal

Station Ordered Off the Air On July 1 in Swift Ruling

ACTING with unusual speed immediately after a tumultous oral argument last Monday, the FCC denied renewal of the license of WBAX, Wilkes-Barre, Pa., taking the station off the air as of July 1 next. In deleting the station, the FCC adopted its proposed findings of fact and conclusions, issued Sept. 18, 1940, denying on several grounds the renewal application of John H. Stenger Jr., WBAX licensee.

The oral arguments last Monday, during which there was caustic questioning from the bench of Phillip J. Hennessey Jr., WBAX counsel, climaxed a long fight to secure renewal of the station's license. WBAX, with 100 watts on 1210 kc., has operated on a temporary basis since Nov. 28, 1938. Scheduled to last only 20 minutes, the oral argument stretched out to 50 minutes, with the FCC meeting immediately upon conclusion to make final decision.

Alleged Transfer

Renewal was denied on several grounds, mainly the applicant's alleged lack of financial qualification, alleged "false representations" and circumstances in regard to management and control of the station. Charging that Mr. Stenger had relinquished control of the station, the FCC decision declared:

"In practical effect, the station licenses heretofore granted to the applicant for the operation of WBAX, and the rights therein granted have been transferred to Glenn D. Gillett, Marcy Eager, and Stenger Broadcasting Corp. without obtaining the consent of the Commission thereto in writing, in violation of the provisions of Section 310(b) of the Communications Act of 1934, as amended.

"The radio transmitting apparatus described in licenses heretofore issued to the applicant for the operation of WBAX has been used and operated by Glenn D. Gillett and Marcy Eager, directly and through agents, and by Stenger Broadcasting Corp., through its officers and directors, particularly with respect to the control of physical operation and programs broadcast, in violation of the provisions of Section 301 of the Communications Act."

Commissioner Craven, concurring, stated his belief that the denial should be without prejudice to the filing of an application for transfer of license "to a person satisfactory to the Commission as to qualifications under the law."

At present the application of Wilkes-Barre Broadcasting Corp. for a new 250-watt station on 1210 kc., the WBAX facilities, is on file with the FCC. The company is controlled by John F. and J. Hale Steinman, brothers, each owning 29% of the common stock and 24% of the preferred [BROADCASTING, July 15, 1940].

Other stockholders include Ernest G. Smith, publisher of the *Wilkes-Barre Times-Leader-News*, and L. J. Van Laeys, general manager of the *Wilkes-Barre Record*, each with 14% of the common stock. President of the concern is Andrew J. Sordoni, also holding 14% of the common stock; vice-president, Clair M. McCullough, general manager of the Steinman-owned Mason-Dixon Group; secretary-treasurer, I. Z. Buckwalter, business manager of the Steinman-owned *Lancaster New Era* and *Intelligencer-Journal*.

Drawn for BROADCASTING by Sid Hix

"This Week Our Home-Town Industries Series Takes Us to the Farmer's Fertilizer Works!"

Revocation Orders Against Six Stations In Texas Are Vacated in Action by FCC

TURNING another handspring in its regulatory procedure, the FCC announced April 3 that it had vacated its revocation orders against six Texas stations because of purported hidden ownership, involving mainly Rev. James G. Ulmer. In reversing its previous proposed revocations, the FCC said that need for continued broadcast operation and other public interest cases was responsible for the new ruling.

The decisions affected KGKB, Tyler; KRBA, Lufkin; KSAM, Huntsville; KTBC, Austin; KNET, Palestine; KGFI, Brownsville. Commissioner Payne, who last year conducted the hearings which involved also KAND, Corsicana, dissented in all of the reversals, while Commissioner Case dissented in the case of KGKB. The cases were bitterly fought and resulted, at one point, in a strong attack on Commissioner Payne's handling of the proceedings.

Service to Public

The FCC said that though the "hidden management" revelations provided "ample foundation" for revocation, it considered the program service of the stations involved is in the public interest, since they are for the most part in communities not otherwise provided with broadcast facilities.

In view of subsequent acts by the licensees to remedy unlawful aspects of past operation, the Commission said it agreed to license five of the stations on a temporary basis for 90 days, during which time they must show that Rev. Ulmer has relinquished all interest in their operation. Further, the announcement said, the Commission is keeping the records in all six cases open for use in any future proceedings which might involve licensees.

With reference to all of the stations but KGKB, the Commisison, in issuing the 90-day licenses said the primary and moving figure was Rev. Ulmer. The decision stated: "His actions, coupled with lack of understanding displayed by the other participants in the proceedings with respect to the duties of radio broadcast licensees, particularly concerning the requirements of the Communications Act of 1934 and the rules and regulations of the Commission, combine to present a clouded and dubious history for each of the stations involved. But we think in this respect that the various licensees in the light of the several hearings will accord, in the future, more respect and, consequently, a stricter adherence to such duties and requirements."

Because KGKB had endeavored to "purge itself of unlawful past operation", the Commision said it would permit the licensees to continue operation, but added that this was not to be construed as in any way approving Dr. Ulmer's past activities in connection with the station. "To the contrary," the Commission said, "we unequivocably condemn these activities and the complete disregard of the duties of radio broadcast licensees shown by the other principal participants."

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 2 will discontinue its CBS *Big Town* for the summer. No decision on a summer replacement has been made, according to Ruthrauff & Ryan, New York, the agency.

Competition Puts KYAN Off the Air

Cheyenne Station Victim of Survival-of-Fittest Theory

ANOTHER practical effect of the "survival of the fittest" theory advanced in the Sanders case was demonstrated last week when KYAN, Cheyenne, Wyo., ceased operating and entered into an arrangement with KFBC in the same city for the sale of its transmitter site and tower. Thus KFBC, affiliated with NBC-Blue, is left as the only station in the community.

KYAN, assigned 250 watts on 1370 kc., signed off March 28 with a statement by Harold L. McCracken, manager, that "the situation created by the granting of two broadcast licenses for Cheyenne has made it economically unfeasible for KYAN to continue broadcasting."

Granted Last Summer

The station was authorized last June and started operating in October. It was owned by a partnership consisting of Mr. and Mrs. J. Cecil Bott, operator of a monument works, and Mrs. Mathilda Lannen, mother-in-law of Mr. McCracken.

In pursuit of its policy of denying no application where financial, legal and technical requirements are indisputable, the Commission in July authorized KFBC as the second station. It began operating in December, and it is now using 250 watts on 1420 kc. It is licensed to Frontier Broadcasting Co. and its president is S. H. Patterson, owner of KSAN, San Francisco, who holds 25% of the stock. Cheyenne Newspapers Inc., publishing the *Wyoming Eagle* and *Wyoming Tribune & Leader*, and their publisher, Tracy S. McCracken, own 26%. The Stock Growers Bank of Cheyenne, as executors of the estate of J. H. Schroeder, holds 25%; William C. Grove, manager and chief engineer of KSAN, 9%; United Mine Workers, 10%; John Arp, hotel owner, 5%.

This is the third instance in which two new stations were authorized in small communities under the "survival of the fittest" theory, and one had to give up, but the first case where both actually went on the air. In the preceding cases—Salisbury, Md. and Las Vegas, Nev.—one surrendered the construction permit before going on the air [BROADCASTING, June 15, 1940].

Ivory Snow to B & B

PROCTER & GAMBLE has announced appointment of Benton & Bowles to handle Ivory Snow. Officials of the P & G advertising department said this move was in line with a company policy established several years ago of not having competing brands handled by the same agency. The change will become effective approximately July 1.

Leadership in Library Service

Help Wanted...

. . . means help *given* when it comes to added service for Standard Library subscribers. F'rinstance: for a long time, stations have wanted us to go into the publicity business on a large scale: so—this month *we do!*

▼ ▼ ▼

A coordinated system of publicity on Standard Library artists and talent has just been put into effect. The new system provides a really complete kit of glossy pictures for newspaper releases or display use, newspaper mats and biographical and human interest publicity stories on all of the standout Standard talent. Release of this complete and highly usable material to our stations will be routine from now on.

▲ ▲ ▲

Watch this column for the forthcoming announcement of the May first library release. Confidentially—it's packed with *dynamite!*

▼ ▼ ▼

Ever onward and upward, as the saying goes—that's the story of Standard Tailored Transcription Services, Standard Spot-Ads and Standard Super Sound Effects. Write for more of the story—it's guaranteed to interest you, as it has so many others.

WELCOME TO:

WHYN—Holyoke, Mass.

KDTH—Dubuque, Iowa

WIBX—Utica, New York

KBIZ—Ottumwa, Iowa

Largest List of Active Subscribers!

..SIGNED 52 WEEK CAMPAIGN USING STANDARD MUSIC

WFMJ YOUNGSTOWN, OHIO

February 24, 1941

Mr. M. M. Blink,
Standard Radio,
360 North Michigan Avenue,
Chicago, Illinois.

Dear Mr. Blink:--

We are happy to inform you that WFMJ recently signed the Renner Brewing Company of Youngstown, Ohio for a 52 week campaign of 6 programs weekly using the beautiful Standard Radio Music Library.

The programs are varied each night, with an hour of popular music on Saturday nights.

Mr. Grover Meyer, president of Renners, and the directors are very pleased with the program.

If you desire any additional information on this account do not hesitate to write.

Yours very truly,

RADIO STATION W F M J

Len Nasman

Len Nasman,
Sales Manager.

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

The showmanship, technical excellence and variety which characterize the Standard Radio Program Library, add up to just one vital factor: Salability. Time and again, our station-subscribers tell us that they find the Standard Program Library an invaluable aid in turning prospects into customers, and retaining the loyalty of present sponsors. Small wonder then, that so many stations—the largest list of active subscribers—chorus "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD · CHICAGO

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